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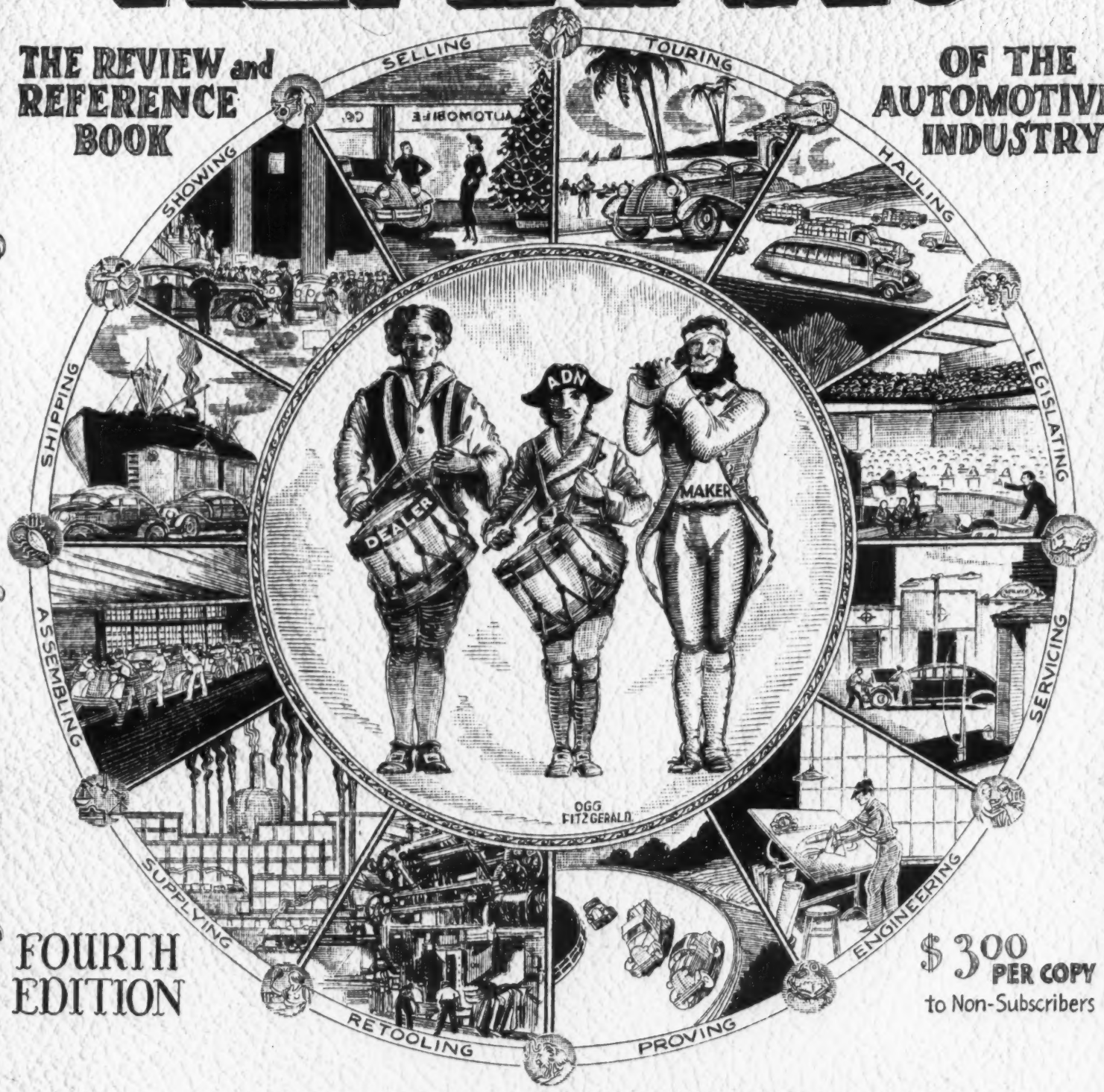
DETROIT

AUTOMOTIVE 1937 ALMANAC

THE REVIEW and REFERENCE BOOK OF THE AUTOMOTIVE INDUSTRY



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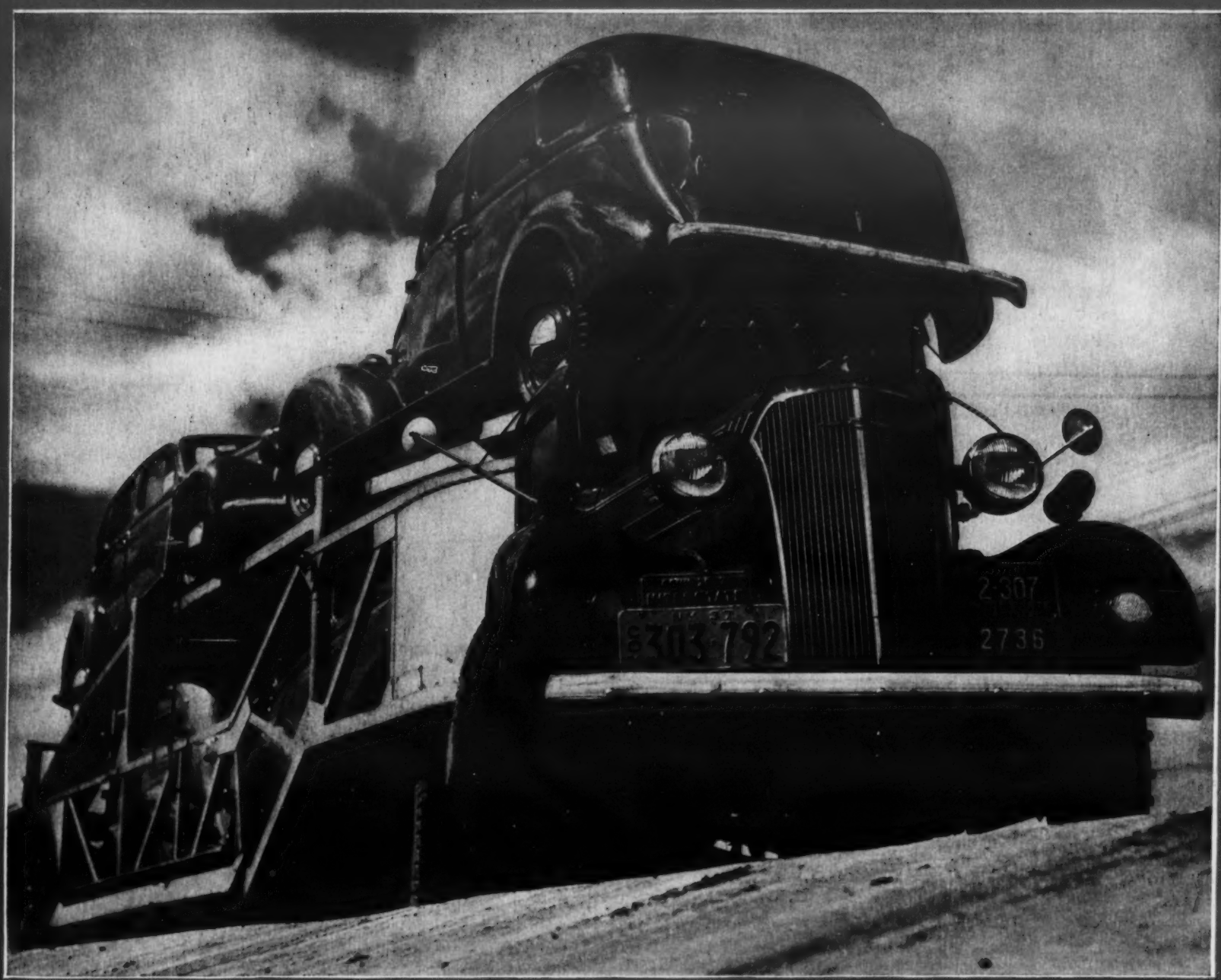
AUTOMOTIVE DAILY NEWS
DETROIT



"Dinosaurs a-Wheel!"

BY BOAT... BY TRAIN... by strange trucks resembling Dinosaurs brought down to date—millions of motor cars go rolling home. Home to the cities and towns of America in response to the greatest flood of orders that the automotive industry has ever struggled to meet.

Prominent in the creation of this great demand has been the National Broadcasting Company. Proof of its value is evident in the confidence placed in NBC facilities by such leaders as:

FORD	PACKARD
GENERAL MOTORS	PONTIAC
OLDSMOBILE	STUDEBAKER

Broadcast advertising to the markets covered by the National Broadcasting Company has an outstanding record for sales of both automobiles and automotive products. Its remarkable flexibility allows an advertiser to strike hard at specific groups of prospects, without waste. Ample appreciation of this fact is found in this simple statement: "The automotive industry, year after year, is among the four largest users of NBC broadcast facilities."

National Broadcasting Company

A Radio Corporation of America Service

NEW YORK · WASHINGTON · DETROIT · CHICAGO · SAN FRANCISCO

The Fourth Almanac

"IF you want to make time fly," my father used to say, "start a newspaper or sign a note!" In later years I tried both (more than once) and proved the paternal advice to have been not only sound but practically axiomatic. However when the idea of binding the facts and figures of America's greatest industry into one annual volume finally dawned on us as a job for which Automotive Daily News was duly elected, it never occurred to anyone here that a year contained fewer than 12 full months, 52 long weeks or 365 working days!

Today, however, we who edit, compile figures, get advertising and finally place into your hands this volume, are ready to admit that even a job that need be done only once-a-year whirls the months, weeks and days across your calendar so rapidly that they look like the posts on the inside fence of a race track.

* * *

What kind of a job we have done on this Fourth Edition, you who use it alone will be the judge. If you find we have omitted important data, we will thank you to tell us of our negligence. Or if, on the other hand, you find, as we hope, that we have increased the content and improved the service for which this volume is intended, you'll find us standing in the wings, hat in hand, waiting to receive your plaudits and take the bow!

At your service always,

Chris Simsbaugh
Editor

Geo. M. Slocum
Publisher

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Read What These Dealers are Making Money

WITH THIS AMAZING TRIPLE-PROFIT DEALERSHIP!

FROM COAST TO COAST DODGE-PLYMOUTH DEALERS REPORT STEADILY INCREASING PROFITS

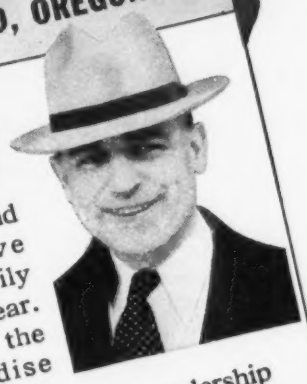
READ what these Dodge-Plymouth dealers say! They are only a few of many hundreds who report steadily increasing profits from this Dodge-Plymouth Triple-Profit Dealership!

No wonder Dodge-Plymouth dealers everywhere are so enthusiastic about this great line—Dodge cars—Plymouth cars—Dodge trucks. Not one—but *three* amazing profit builders—three complete lines *that blanket the market!* Nine out of ten people who buy a new car or new truck will buy in the Dodge-Plymouth price range!

For further details on how you can make money *three* ways with the Triple-Profit Dealership—write to A. vanDerZee, general sales manager, Dodge Division of Chrysler Corporation, Detroit.

Tune in on Major Bowes, Columbia Network, every Thursday, 9 to 10:00 P. M., E. D. S. T.

PORTLAND, OREGON

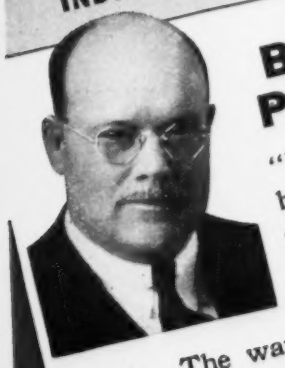


Profits Rising!

"Our sales and profits have risen steadily year after year. We have the merchandise people want, and the triple-profit dealership—enabling us to get profits from the sale of Dodge and Plymouth cars and Dodge trucks—covers the field of prospects."

W. W. SHIPLEY
W. W. Shipley Co., Portland, Ore.

INDIANAPOLIS, INDIANA



Bigger Profits!

"I can't help being enthusiastic over the Dodge-Plymouth dealership. The way our sales and profits have increased each year since we began, makes me wish I got out of my old business a lot sooner."

A. T. PORTER
Dependable Motors, Inc.
Indianapolis, Ind.

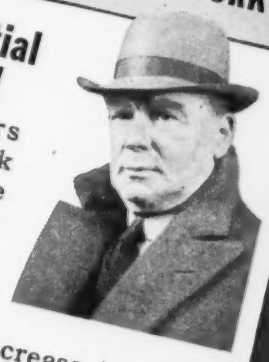
ST. LOUIS, MO.

Making Money!

"We started handling Dodge and Plymouth in 1931. We have made money ever since. I don't see how a dealer can help but make money with three ways to shoot—on Dodge, Plymouth, and Dodge trucks."

E. R. SHADE
E. R. Shade Motors, Inc.
St. Louis, Mo.

FREEPORT, L. I., NEW YORK



Substantial Profits!

"Five years ago we took on the Dodge and Plymouth dealership. Each year has seen a substantial increase in our sales and profits."

G. BENNETT SMITH
G. Bennett Smith, Inc.
Freeport, Long Island, N. Y.

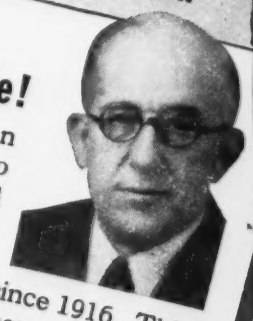
MODESTO, CALIF.

Record Sales!

"My twenty years with Dodge constitute a period of steady growth and entrenchment in the community which we serve. Today we are doing the largest volume in the history of this agency."

R. B. MacBRIDE
Modesto, Calif.

CHARLESTON, W. VA.



Very Profitable!

"It has been my privilege to be associated with Dodge in sales, service and as a dealer since 1916. This dealership has been very profitable—and no wonder. With Dodge and Plymouth we have a 3-way source of sales and profits."

FRANK J. BLAIR
Frank J. Blair, Inc.
Charleston, W. Va.

DODGE AND PLYMOUTH CARS
DODGE TRUCKS
THE TRIPLE-PROFIT DEALERSHIP

FOURTH ANNUAL EDITION OF THE AUTOMOTIVE ALMANAC for 1937

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For Complete BUYERS' GUIDE See Yellow Pages

Automotive Daily News

The Newspaper of America's Greatest Industry

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High Style BRUTE ENDURANCE

THE new "Breathing Back" Mohair Velvet won the applause of modern motordom with its looks — and is holding it with its endurance.

The silken-soft surface of this fine fabric has an almost unbelievable ability to take long use —even abuse—without loss of its "showroom complexion." The dense surface fibers remain in an upright position, and spots respond readily to ordinary soap-and-water cleansings.

No wonder new-car customers look for "Breathing Back" Mohair Velvet in the cars they are buying! No wonder dealers are glad to have it in the new cars they are selling. For, in addition to its present sales help, this fabric means lower reconditioning costs — *and higher resale profits* — when today's new cars come back at trade-in time.

MOHAIR VELVET "Breathing Back"* UPHOLSTERY

*Reg. applied for U. S. Pat. Off.

COLLINS & AIKMAN CORPORATION

200 MADISON AVENUE, NEW YORK, N. Y.

Founded 1925

Automotive Daily News

Published Twice-a-Week
Wednesday and Saturday

The National Newspaper of America's Greatest Industry

--in the rear-view mirror

By Chris Sinsabaugh

STRICTLY SPEAKING, a review of what's happened in the automobile industry in the first half of 1937 might not be eligible for comment in the Fourth Automotive Almanac, which gives you 1936 statistics. But inasmuch as new-model announcements now come in the fall of the year and most corporations and companies run by fiscal year instead of calendar year, mayhap it may not be out of place to begin the mirror gazing with the current year.

The upset in labor conditions which has taken place in the last six months unquestionably has changed the habits of the industry. We're in a new era, a new order of things. The champion crystal gazer of the world isn't good enough as a peeker into the future or projectionist enough to guarantee he's right in his peering.

* * *

AS THIS IS WRITTEN—half way through June—practically every automobile manufacturer, with the exception of Ford, has either been shut down by strikes or has had to put his name on the dotted line of an agreement with the unions. Even Ford, through one or two of his branch assembly plants, has felt the impact of the Lewis mailed fist.

There has been no peace with labor since the trouble started with Bendix. Solemn agreements entered into with the unions have been disregarded. They have been no better than scraps of paper, torn up by the unionists whenever fancy willed. Labor leaders have been unable to compel obedience to the pacts by their memers. What will be the final outcome, I don't know. Your guess is as good as mine. But I do feel that the first step toward peace will be taken when the unions are compelled by law to incorporate and assume responsibility for the actions of their members. Until that time, and until the unions find real leadership, all the agreements entered into with the unions by the automobile industry will come to naught.

* * *

UPHOLDING OF THE Wagner Act by the supreme court, right in the heat of battle, muddied the waters to the extent of encouraging John L. Lewis and his cohorts, who seem to feel they can emulate Jesse James, prodding a gun into the ribs of industry, interpreting the Wagner Act to mean that they can demand anything from their employers, including the kitchen stove, and the employers must yield. The implication of the supreme court's decision, that labor is in the driver's seat, seems to have stirred unionism to further attacks on industrial peace.

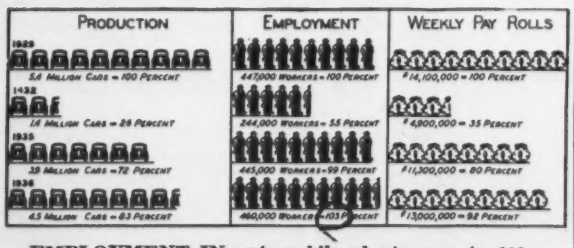
* * *

HAD IT NOT BEEN for the labor troubles, it is more than likely the automobile industry would have set a new high in the way of production and sales in 1937, displacing the present yardstick—'29's 5,621,715. Now the indications are the industry will have to step on the gas to better '36's 4,616,857, which was 12 per cent better than '35's. Right here, without intentional bragging, the column points out that in the Almanac last year, it predicted the '36 production would beat 4,600,000. It did.

Registrations so far for '37 have kept pace with production and there seems to be no let-up in the demand for new cars and trucks.

* * *

SINCE THE LAST ALMANAC we've seen an important change of leadership in General Motors, which has resulted in A. P. Sloan jr. becoming chairman of the board of the corporation and William S. Knudsen assuming the presidency. Also we've seen the merger of Nash and Kelvinator, with George Mason as president of the combination and Charles W. Nash as chairman of the board. David R. Wilson has made Willys-Overland again a going concern. Hupmobile, guided by Tom Bradley, has come back in a promising way and has resumed its activities in preparation for 1938. Reo has gone exclusively for trucks. And, too, we have seen the trailer come into the picture in a big way, appealing to the automobile dealer, who sees his opportunity to expand his business by selling camp trailers.



EMPLOYMENT IN automobile plants rose to 103 per cent of the 1929 level against an increase in production to only 83 per cent of 1929, according to the above chart prepared by the Automobile Manufacturers' Assn. Weekly payrolls also rose to 92 per cent of the 1929 level.

U. S. '36 Registrations Set Record

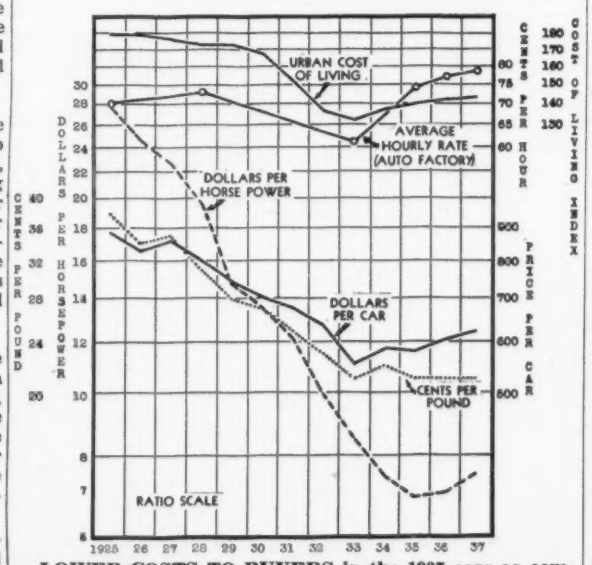
Total of 28,520,559 Vehicles Open Wide Market for Replacements, Accessories and Service; World Registrations Pass 40,000,000 Mark; 1937 Production May Pass 5,000,000 Cars and Trucks

By WILLIAM C. CALLAHAN

REACHING a new all-time high in total registrations of passenger cars and trucks in the United States and Canada in 1936, was perhaps the most encouraging development of the year. When the final count of automotive noses was made at the close of '36, it was found that 28,520,559 motor vehicles, including federal, state and municipally-owned units, were in service on U. S. highways. This was almost 2,000,000 units greater than the previous record year of 1929, when total registrations climbed to 26,545,281.

The outstanding feature of this, as we view it, lies in the fact that it should put at rest the fears of a "saturation point." If this country can absorb 2,000,000 more cars in the third year of emergence from depression than it absorbed in the closing days of a decade of boom, there is little reason for worry about the future of the industry.

But going deeper into the figures, we find that total production of cars and trucks in the United States and Canada during the seven years, 1930 to 1936 inclusive,



LOWER COSTS TO BUYERS in the 1937 cars as compared with 1925 are shown in the table above compiled by the Automobile Manufacturers' Assn. The slight rise in cost per horsepower started in 1936 continued this year. This is more than offset in the sharp rise in hour pay rates in automobile plants.

was 21,068,814 units, of which perhaps only 70 per cent or some 15,000,000 units, found their way into the United States market. This would mean then that of the 28,520,559 cars and trucks in service at the end of 1936 better than 13,000,000 units are seven years old or older, and roughly 10,000,000 cars are over eight years old. Thus it would require at least two years' production to take care of cars now in need of replacement, and the 1936 figures indicated clearly that the maximum market expansion has not yet been reached.

Naturally, in the group owning the cars of eight-year vintage and older there will be few who come into the market for new cars. But these people coming into the market for better used cars will keep the cars now on the road sifting down through successive transfers of ownership to the eventual junk pile at the bottom, and this shifting makes room for new cars at the top.

Looked at from a service standpoint, the 28,520,000 cars and trucks on our highways at the present time offer a second opportunity for profit. It is estimated that the average owner spends approximately $27 a year of maintenance service alone, not counting the operating expense of gasoline, and the luxury expense for special accessories and other doodads. This means that the business of repairing, lubrication, washing, polishing and so forth runs into a national item of close to $800,000,000. Strangely enough, best estimators figure that the average automobile dealer actually gets only from 17 to 20 per cent of this work. This means that there is still an additional $600,000,000 market for the dealers of this country to shoot at in years to come.

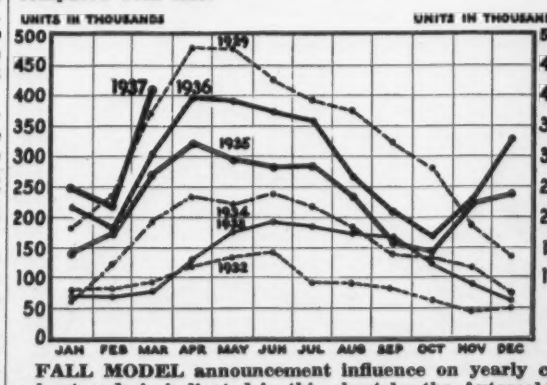
That factory officials are aware of the additional profits which dealers can take out of this field is shown by the marked efforts made during 1936 to help dealers cut into it. The trend toward new types of dealership buildings has received full factory encouragement. The lubrication department has evolved into full glory to replace the eye-sore greasing racks of yesterday. The display of accessories and parts, based on a scientific study of buyer habits and expert arrangement of products, is another 1936 contribution to dealer welfare. All these things played their part in putting 1936 sales and production well above 1935.

Now we are midway through 1937. At this time last year it was safe to hazard projections on the possible outcome of the year. ADN estimated that production would reach a total of 4,600,000 cars and trucks. The actual total at the end of the year was 4,616,857. ADN estimated new passenger car registrations at 3,500,000 units and the actual total was 3,404,497. Commercial car registrations were estimated at a new high of 600,000 and the actual total was 611,644.

Just how closely any prognosticator can come to the total for 1937 remains to be seen. At the turn of the year it looked as if the industry was headed for a possible new production and sales record. A conservative estimate by ADN placed the total at 5,200,000 output against 5,621,000 in the previous record year 1929. Almost on the heels of this forecast, however, came labor disputes which closed General Motors plants for 44 days; shut down Chrysler for a month and bedeviled production in other plants to a greater or less degree. Now as we approach the halfway mark of 1937, production has reached an estimated total of 2,899,954 against 2,596,356 in the first half of 1936. Registrations of new cars and trucks based on returns available should run to approximately 2,342,022 against 2,172,236 in the same period 1936. While these figures are still well ahead of the first half figures for 1936, they may fall short of the more rosy projections made earlier in the year.

Just what the entire year will bring depends largely upon just how well labor activities in this and supply industries can be kept in line with common sense when the new models make their appearance this fall. The test seems to rest rather in how many units can be built, since there seems to have been no falling off in demand. What is at the root of the labor difficulty is difficult to say.

In 1936 workers in automotive plants enjoyed the greatest period of uninterrupted employment in the history of the industry. Wage rates had been increased until hourly rates were well above 1929. Payrolls also had jumped to 92 per cent of the 1929 level and employment was up 103 per cent of the 1929 level. Production, on the other hand, attained only 83 per cent of the 1929 mark. Since there was little if any labor trouble in 1929, it is difficult to understand the unrest at the end of 1936 when hours, wages and employment all were above those levels. And in figuring these earnings no consideration is given to the lower costs of living in 1936 as compared with 1929.

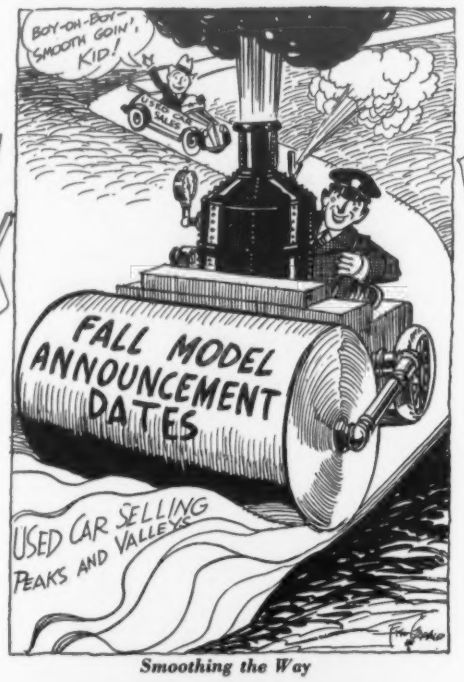


FALL MODEL announcement influence on yearly car sales trends is indicated in this chart by the Automobile Manufacturers' Assn. Reduction in peaks and valleys is noticeable, although the curve for 1937 rises abruptly in March as the result of strikes in January and February.

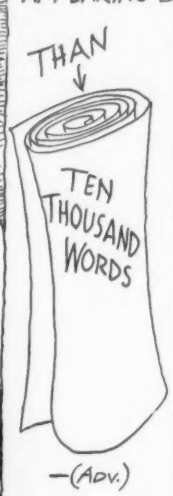
FITZ'S CARTOONS, SPEAK LOUDER THAN WORDS

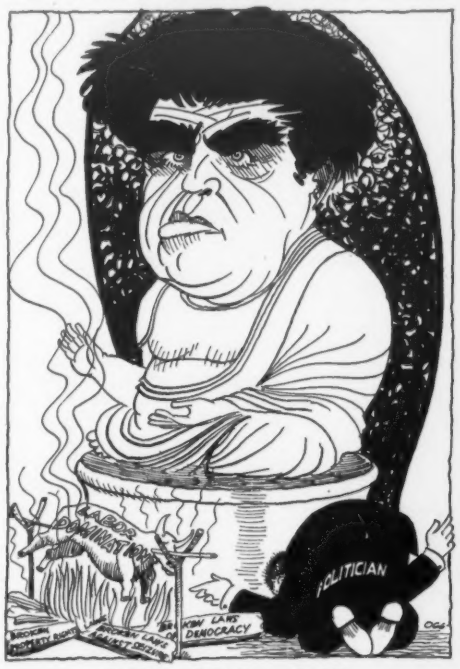
A SELECTION FROM the SERIES by OGG FITZGERALD APPEARING EXCLUSIVELY in AUTOMOTIVE DAILY NEWS

Taking Off the Whiskers



Smoothing the Way





The Sacred Sit-Down Buddha

Joining the Family

Cream for Your Coffee

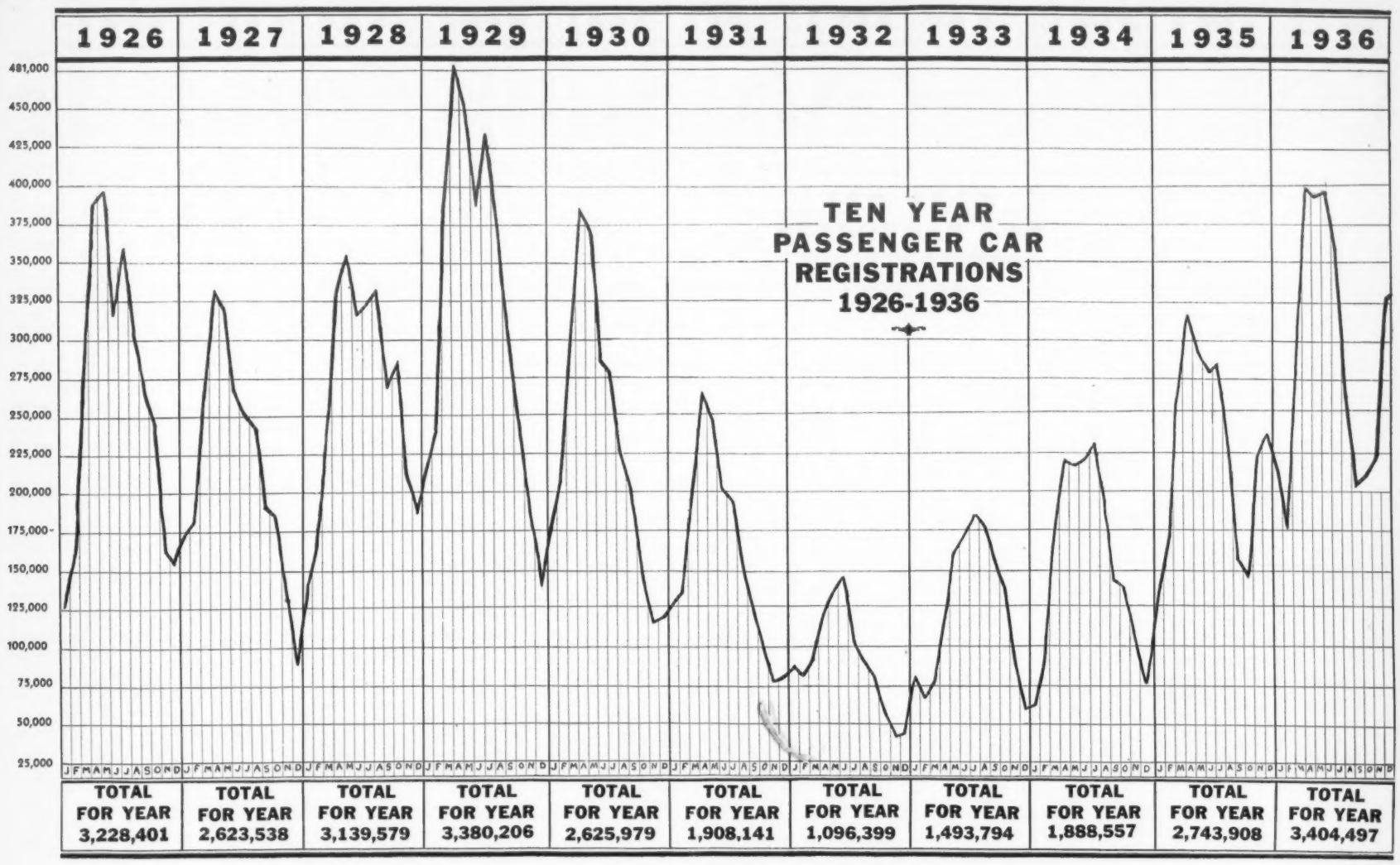
Sitting Tight

Clothes Make The Lady

Roofs to Mend!

Ogg FitzGerald —New York

Hold the Primer



Automotive Vital Statistics for 1936

Production

	1936	1935
World production motor vehicles	5,771,597	5,126,180
U. S. production	4,454,535	3,946,934
U. S. per cent of total	78.9	77.0
Canadian production	162,322	172,877
Canadian per cent of total	2.81	3.4
Other countries production	1,154,740	1,006,869
Other countries per cent of total	18.29	19.6

Production Passenger Cars and Trucks

	1936	1935
U. S. passenger cars, total	3,676,063	3,285,836
U. S. passenger cars, domestic	3,458,068	3,041,877
U. S. passenger cars, foreign	217,995	210,367
U. S. trucks, total	778,472	694,690
U. S. trucks, domestic market	649,973	570,216
U. S. trucks, foreign market	128,499	124,474
Canadian passenger cars	131,308	139,681
Canadian trucks	31,014	33,253

Motor Vehicle Registrations

Total as of Dec. 31

	1936	1935	Increase %
World registrations	40,557,861	37,182,042	9.1
U. S.	28,520,559*	26,230,834	7.6
Canadian	1,234,071	1,176,116	5.4
Other countries	10,803,231	9,838,809	9.1
U. S. total passenger car registrations	24,373,053*	22,583,420	7.2
U. S. total truck registrations	4,023,606	3,647,474	10.1
Canadian total passenger	1,041,529	989,754	5.2
Canadian total truck	198,595	186,372	6.5

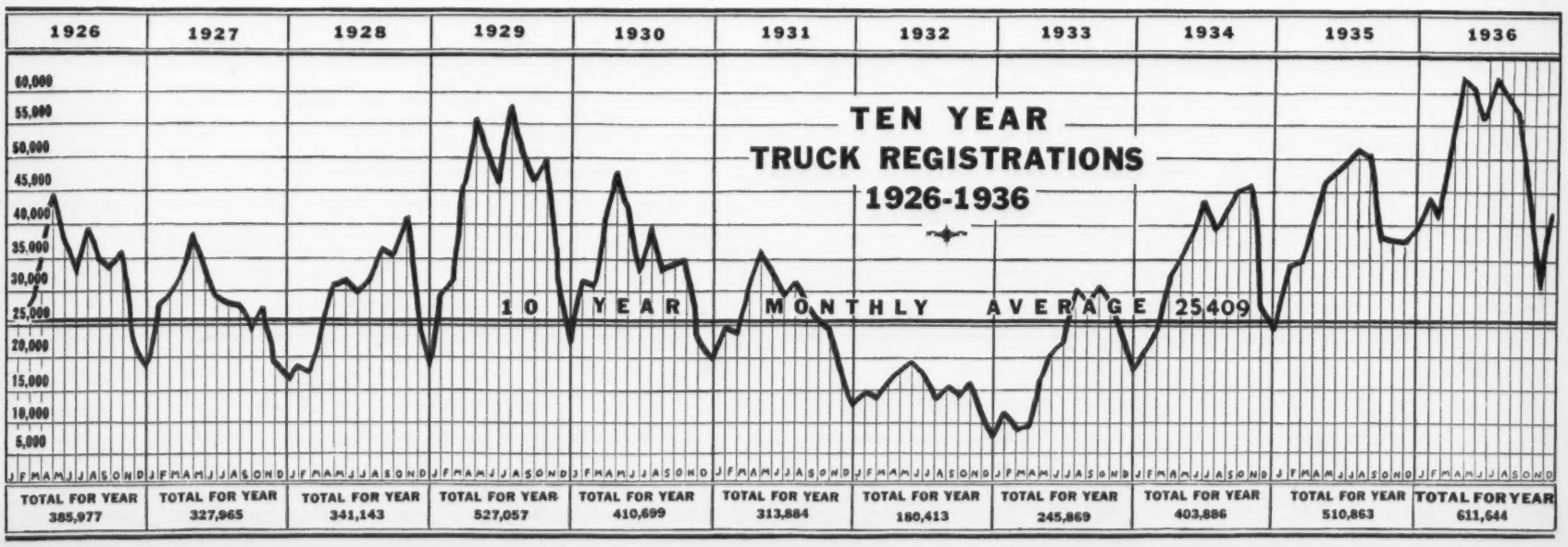
New Car and Truck Registrations

	1936	1935	1934
U. S. passenger	3,404,497	2,743,908	1,888,557
U. S. truck	611,644	510,683	403,886
Canadian passenger car	94,203	83,242	61,503
Canadian truck	20,438	18,219	11,855

Miscellaneous

	1936	1935
Average number of wage earners employed in automobile and body plants	460,000	445,000
Total earnings of wage earners in automobile, body plants	$ 676,000,000	$588,000,000
High pressure casings	3,754,429	3,936,689
Balloon casings	43,319,814	43,944,241
Solids and cushions	390,899	282,647
Inner tubes	46,370,518	46,442,664
Original equipment of parts, tires, etc.	710,936,000	557,479,000
Parts, units and accessories	535,936 000	442,147,000
Rubber tires and tubes	175,000,000	175,332,000
Replacement of parts, tires, etc.	912,725,000	849,546,000
Parts, units, accessories and service equipment	654,725,000	580,446,000
Rubber tires, tubes and repair materials	258,000,000	269,100,000
Total parts and tire business	1,623,661,000	1,437,425,000
Total motor owner taxes	1,448,266,976	1,298,650,492
Automotive manufacturers' total U. S. excise tax	417,573,395	381,644,814
Total number of car dealers in U. S.	40,000	41,200

*Includes 99,038 federal and 200,230 state, county and municipally-owned motor vehicles, and 123,900 buses.



CAR MAKERS' CHRONOLOGY

This Automotive Almanac feature, introduced last year, is a chronological history of most of the motor car manufacturing companies, told in tabloid form. Automotive Daily News takes credit for the compilation of this chronology, which has been brought about directly through the initiative of this publication. Only through the co-operation of the several companies contributing their data has this history been possible. ADN assumes no responsibility for priority claims made in the "milestones" column, which in each case are made by the company itself. Two new chronologies, Willys-Overland and White, have been added this year.

Buick

Year	Model	†Total Sales to Dealers	Price Range	Fcty. Bldgs.	No. of Employes	Milestones
1904	B	37	2-cylinder	1, Flint 1, Jackson	50	Engines built in Flint. Chassis assembled in Jackson. All moved to Flint late in year
1905	C	750				Slogan coined: "When Better Automobiles Are Built, Buick Will Build Them"
1906	F-G	1,400		4		Wins 1,000 mile free for all race at Empire City track, New York
1907	F-9-D-S-K-H	4,641	6 models $1250 to $2500	4		First 4-cylinder engine with sliding gear transmission. Wins Dead Horse Hill Climb, Worcester, Mass.
1908	F-9-D-S-10-5	8,820	6 models $900 to $2500	6	1,459	Wins in 2-day races at Montreal, Canadian Championship and 11 out of 14 events. Joins General Motors Corp.
1909	F-G-10-16-126	14,606	6 models $900 to $2500	10	4,881	Buick's famous racing team: Bob Burman, Louis Chevrolet, Gaston Chevrolet, Louis Strang, running wild on race tracks. Driving Buick Bug racers
1910	14-2-41 F-10-16-17-7-19	30,525	5 models $1000 to $1750	12	5,079	Model 10, The Little Gray Buick, sweeping country in sales. Wins 50-mile track records, Columbus, Lansing, Waco, Montreal, Buffalo, Kansas City. Thirty-four branches and distributorships established
1911	2-21-26-27-32-33-35-39	13,389	5 models $800 to $2750	16	3,984	First closed car, model 41, list price $2750. Buick Bug racer with Burman at wheel set new speed record, 20 miles in 13 minutes, 11.92 seconds
1912	35-36-28-29-43	19,812	5 models $900 to $1725	20	4,241	Quoting from catalog: "Oil side and tail lights, gas headlights standard equipment"
1913	38-31-40-24-25	26,666	5 models $950 to $1650	24	3,859	Torque arm drive introduced—also electric headlights introduced
1914	B	32,889	5 models $950 to $1965	28	4,268	Torque tube drive introduced. Self starter introduced
1915	C	43,946	5 models $900 to $1650	35	5,798	First 6 cylinder Buick engines
1916	D	124,834	6 models $985 to $1875	40	8,176	Again quoting from catalog, "Big, powerful 55 horse-power engine—You can get your Buick if you act at once. By ordering now you can get ahead of the tremendous demand which outstrips the supply of Buicks each spring."
1917	D-E	115,267	7 models $850 to $1835	42	9,293	Six and eight cylinder liberty engines, also tractors
1918	E-H	77,691	9 models $795 to $2175	42	8,595	First seven passenger sedan
1919	H-K	119,853†	6 models $1495 to $2585	44	15,395	Buick wins first place at national shows based on dollar volume of sales
1920	K-21	116,213	6 models $1435 to $2695	46	18,446	Assembly plant established at St. Louis. Again Buick wins first place at national show
1921	21-22	83,888	7 models $1795 to $3295	45	12,915	Again Buick wins first place at national show
1922	22-23	138,501	13 models $895 to $2635	45	13,320	Assembly plant established in Detroit. Again Buick wins first place at national show
1923	23-24	218,286	15 models $865 to $2195	46	19,814	First 1,000,000th Buick built. More than $39,341,000 paid in wages this year. More than $4,330,000 paid in wages during October this year. Again Buick wins first place at national shows
1924	24-25	166,952	17 models $935 to $2795	47	17,951	Four wheel brakes introduced. Buick sent around world without driver. Again Buick wins first place at national events
1925	25-26	208,575	28 models $1150 to $2925 16 models $1125 to $1995	48 49	15,265 20,678	Duco introduced. Again Buick wins first place at national shows Again Buick wins first place at national shows. 1,413 cars built in single day, Sept. 13
1926	26-27	280,009	19 models $1195 to $1995	50	21,596	Second 1,000,000th Buick built. Again Buick wins first place at national shows. 39,731 cars sold in August
1927	26-27	268,698	16 models $1195 to $1995	51	20,301	Standard gear shift adopted
1928	27-28	229,788	19 models $1195 to $2145	53	19,081	Silver Anniversary
1929	28-29 Marquette	167,939 31,475	19 models $1195 to $2145			Buick introduces 7 degree sloping non glare windshield on closed models
1930	29-30 Marquette	121,333 6,354	6 models $990 to $1060	51	14,890	
1931	30-8-31	95,354	22 models $1025 to $2035	50	11,156	First straight eight cylinder Buick engine. All eights since this time
1932	8-31-32	47,664	26 models $935 to $2055	49	7,537	Silent second synero mesh transmission introduced
1933	32-33	44,758	20 models $995 to $2055 $1045 to $2055	49 48	7,443 11,167	Knee-action wheels introduced
1934	33-34	82,155	25 models $795 to $2175	48	10,226	Buick introduces series 40 in less than $1,000 field
1935	35-36	105,724	15 models			$15,000,000 factory rehabilitation program under way
1936			$765 to $1945	49* year to date	13,918* year to date	Third 1,000,000th car built. Again leading its price class in sales volume

†Sales to Dealers from 1919 to date are taken from the GM Annual Reports. Earlier figures from division records.

Cadillac-LaSalle

Year	Type of Cars Produced	†Total Sales to Dealers	Body Style (Typical Car)	List Price	Milestones
1902	.....	.....	.....	.....	Aug. 22, 1902, Detroit Automobile Co., which was established in 1899, was reorganized as Cadillac Automobile Co. Capital $300,000.
1903	1 cyl. A	1,695	4-P. Touring car D. T.	$ 850	Bodies purchased "in white" from C. R. Wilson Co. Engines purchased from Leland & Falconer.
1904	1 cyl. B	2,457	4-P. Touring car D. T.	900	$200,000 fire results from explosion in frame room. Production delayed; dealers return deposits on 1,500 cars.
1905	1 cyl. F 4 cyl. D	3,942	4-P. Touring car D. T. 5-P. Touring car	950 2,800	Cadillac Automobile Co. and Leland & Falconer consolidate as Cadillac Motor Car Co. with Henry M. Leland as general manager. Four cylinder production starts April, 1905.
1906	1 cyl. M 4 cyl. H	4,059	4-P. Touring car 5-P. Touring car	950 2,500	
1907	1 cyl. M 4 cyl. G 4 cyl. H	2,884	4-P. Touring car 5-P. Touring car 5-P. Touring car	950 2,000 2,500	Depression of 1907 curtails production.
1908	1 cyl. T 4 cyl. H	2,377	4-P. Touring car 5-P. Touring car	1,000 2,500	Cadillac first American car to be awarded Dewar trophy by Royal Automobile Club of London, for being first to achieve interchangeability through standardization of parts. Cadillac first manufacturing company in U. S. to use Johanesson gauges.
1909	4 cyl. 30	7,868	5-P. Touring car	1,400	Cadillac purchased by General Motors Corp. July 29, 1909. 4-cylinder production increased six times over 1908 production.

Cadillac-LaSalle—Cont'd

Year	Type of Cars Produced	†Total Sales to Dealers	Body Style (Typical Car)	List Price	Milestones
1910	4 cyl. 30	10,044	5-P. Touring car	1,600	Cadillac pioneers closed bodies and placed order with Fisher Body Co. for 150 closed bodies. Battery ignition installed on all Cadillacs.
1911	4 cyl. 30	10,166	5-P. 4-D. touring car	1,800	First four-door bodies appear in the Cadillac line. Fleetwood Body Co. starts building custom bodies.
1912	4 cyl. 1912	12,547	7-P. Limousine	3,250	Closed cars become more popular. Cadillac pioneers in adopting Delco battery ignition system and a complete electrical system of cranking, lighting and ignition.
1913	4 cyl 1913	17,290	7-P. Limousine	3,250	Cadillac wins the Dewar Trophy for the second time for having given to the automobile industry electrical starting, lighting and ignition.
1914	4 cyl. 1914	7,823	5-P. Limousine I. D.	2,800	Cadillac introduces the first V-type high speed high efficiency automobile in the United States.
	V-8 51		5-P. Sedan	2,800	
1915	V-8 53	20,609	5-P. Brougham	2,950	Cadillac first to use tilt-beam headlights. Record of 2,513 cars built in May, 1915.
1916	V-8 53	16,355	5-P Brougham	2,950	Cadillac set up as division of General Motors Dec. 31, 1916.
1917	V-8 55	19,796	5-P. Brougham	3,110	Henry M. Leland resigns as president, succeeded by R. H. Collins. Cadillac car adopted as standard officers' car for war. Cadillac supplied to U. S. Army, 2,350. Artillery Tractor Engines (Cadillac 8 cylinder engine) 1,157. Also produced Liberty Motors and miscellaneous war materials.
1918	V-8 57	12,010	5-P. Brougham	3,535	Type "57" was extensively used in the World War.
1919	V-8 57	†19,851	5-P. Brougham	4,090	
1920	V-8 59	19,790	4-P. Sedan	4,750 4,950	Manufacturing operations now carried on in 77 buildings scattered about Detroit.
1921	V-8 61	11,130	5-P. Sedan	4,950	Rising costs force list prices to a peak. The depression of 1920-21 cuts into sales. Cadillac completes new Clark avenue plant covering 51 acres. R. H. Collins succeeded as president by H. H. Rice.
1922	V-8 61	22,021	5-P. Sedan	4,100	Cadillac first to use thermostatic carburetor control in "61."
1923	V-8 V-63	22,201	5-P. Sedan	4,150	Cadillac pioneers with compensated crankshaft in V-63, eliminating vibration. Four-wheel brakes featured on V-63.
1924	V-8 V-63	17,905	5-P. Sedan	3,835	Duco finish adopted for use on Cadillac cars. Cadillac pioneers with thermostatic control of cooling system.
1925	V-8 314	22,773	5-P. Sedan	3,195	Cadillac first to use crankcase ventilation. H. H. Rice succeeded as president by L. P. Fisher. $5,000,000 expansion program started.
1926	V-8 314	27,489	5-P. Sedan	3,250	Fleetwood Custom Body Co. purchased in 1925 by Fisher Body. Cadillac contracts for entire output.
1927	V-8 LaS. 303 V-8 341-A	35,010	5-P. Town sedan (trunk) 5-P. Town sedan (trunk)	2,650 3,395	Cadillac introduces the LaSalle March 3, 1927, as lowest price V-8 in Cadillac history. LaSalle establishes new trend in body design. First to establish country wide service on a set basis. Bodies with trunks built-in become increasingly popular.
1928	V-8 LaS. 328 V-8 341-B	41,434	5-P. Town sedan (trunk) 5-P. Town sedan (trunk)	2,495 3,495	LaSalle price down $155. Cadillac first to install security plate glass as standard equipment. Cadillac invents and is first to use the synoro-mesh transmission as standard equipment. Chrome plating adopted as standard. Record production in 1928.
1929	V-8 LaS. 340 V-8 353	36,914	5-P. Town sedan (trunk) 5-P. Town sedan (trunk)	2,475 3,295	Unsettled conditions curtail volume. Stock market crash of 1929 herald advent of major depression.
1930	V-8 LaS. 345 V-8 355 V-12 370 V-16 452	22,754	5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Sedan	2,345 2,845 3,945 5,950	After three years experimental work Cadillac announces 16-cylinder Cadillac, introduced in January, 1930. Later in the year the 12-cylinder was introduced. Depression becomes increasingly severe, cutting volume down to 1925 levels.
1931	V-8 LaS. 345-A V-8 355-A V-12 370-A V-16 452-A	15,259	5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Sedan	2,345 2,845 3,945 5,950	Market for fine cars becoming seriously restricted as purchasing power of the country declines. Retail stores in New York purchased by Cadillac as factory branch.
1932	V-8 LaS. 345-B V-8 355-B V-12 370-B V-16 452-B	9,253	5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Sedan	2,645 3,095 3,795 5,095	Over $6,000,000 spent for tooling and rearrangement for complete line of new models. Super-safe headlights first introduced on Cadillac cars. Air cooled generator; completely silent transmission; full range ride regulator. Wire wheels standard equipment.
1933	V-8 LaS. 345-C V-8 355-C V-12 370-C V-16 452-C	6,839	5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Town sedan (trunk) 5-P. Fleetwood sedan	2,495 2,995 3,695 6,250	V-16 production restricted to 400 cars. Fisher no-draft ventilation. LaSalle first American made car with spare tire concealed within body.
1934	Str. 8 LaS. 34-50 V-8 10 V-12 40 V-16 60	11,713	5-P. Sedan 5-P. Town sedan (trunk) 5-P. Fleetwood town sedan (trunk) 5-P. Fleetwood sedan	1,695 2,695 4,045 6,750	1934 LaSalle introduced at $1,495 (2-P. Coupe) to supply demand for medium priced fine car. Cadillac pioneers and first to use generator with controlled current to maintain full battery at all times for radio and heaters. Cadillac pioneers knee action springs. LaSalle again establishes new trend in body design by pioneering present mode of streamlining.
1935	Str. 8 LaS. 35-50 V-8 10 V-12 40 V-16 60	22,996	5-P. Trg. sedan (trunk) 5-P. Town sedan (trunk) 5-P. Fleetwood town sedan (trunk) 5-P. Fleetwood sedan	1,295 2,495 4,045 6,750	LaSalle 35-50 introduced in March, 1935, with turret top as an additional feature. Cadillac 1935 prices reduced as volume increases with better business conditions.
1936	Str. 8 LaS. 36-50 V-8 36-60 V-8 36-70 V-12 36-80 V-16 36-90	25,905	5-P. Trg. sedan (trunk) 5-P. Trg. sedan (trunk) 5-P. Fleetwood Trg. sedan (trunk) 5-P. Fleetwood Trg. sedan (trunk) 7-P. Fleetwood sedan	1,225 1,695 2,445 3,145 7,550	Cadillac cars now equipped with turret tops. Nicholas Dreystadt succeeds L. P. Fisher as general manager. LaSalle 36-50 series starting at $1,175 (2-P. Coupe) and Cadillac 36-60 series starting at $1,645 (2-P. Coupe) sets the lowest list prices on Cadillac built cars since the days of the 4-cylinder models.

†Sales to Dealers from 1919 to date are taken from the GM Annual Report. Earlier figures from division records.
*Delivered prices at Detroit, Mich., $1,095 and up, subject to change without notice. This price includes all standard accessories. Transportation, state and local taxes, Optional accessories and equipment, extra.

Chevrolet

Year	No. of Cyl.	†Total Sales to Dealers	Model and Price		Milestones
1909					Experimental work on a 6-cylinder automobile performed by Louis Chevrolet in his shop on Grand River Ave., Detroit
1910					
1911					Four or five 6-cylinder cars produced by Louis Chevrolet
1912	6	2,999	Touring—Classic 6	$2,150	Production started in Detroit. Three sales offices opened
1913	6	5,987	Touring—Little 6	$1,475	Operations moved to Flint. Plant rented in New York City
1914	6 & 4	5,005	Touring—Baby Grand 4	$875	Offices moved to New York City. Sales office opened in Oakland, Calif.
1915	4	13,605	Touring—Baby Grand 4 Touring—490-4	$750 $490	Maxwell plant in Tarrytown, N. Y., purchased New plants built and purchased in Toledo, Bay City, Ft. Worth and Flint
1917	6 &4	125,882	Touring—490-4	$550	Building purchased in New York City for executive offices
1918	6 & 4	95,660	Touring—490-4	$885	Body wood-working plant purchased in St. Louis
1919	6 & 4	135,392†	Touring—490-4	$735	Assembly plant built in St. Louis. Additional sales offices opened
1920	4	149,440	Touring—490	$790	Many retail stores opened for direct distribution of product

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Chevrolet—Cont'd

Year	No. of Cyl.	†Total Sales to Dealers	Model and Price		Milestones
1921	4	77,156	Touring—490	$625	Executive offices moved to Detroit
1922	4	243,322	Touring—490	$525	Gear, axle and forge plant in Detroit, and Samson tractor plant in Janesville, Wis., acquired
1923	4	480,126	Touring—Superior	$525	New plants opened in Buffalo, N. Y., and Norwood, O. Pressed metal plant opened in Flint
1924	4	314,733	Touring—Superior	$510	W. S. Knudsen appointed president and general manager
1925	4	512,309	Touring—Superior	$510	Bloomfield, N. J., plant acquired for export boxing operations
1926	4	732,145	Coach—Superior	$645	Daily capacity expanded at all locations
1927	4	1,001,142	Coach—Capitol	$595	Gray iron foundry in Saginaw, Mich., acquired from Saginaw Products Co.
1928	4	1,189,124	Coach—National	$585	New plant opened in Atlanta, Ga.
1929	6	1,333,154	Coach—International	$595	Six-cylinder model introduced. New plant opened in Kansas City, Mo.
1930	6	863,427	Coach—Universal	$565	Plant purchased in Indianapolis for production of commercial bodies
1931	6	781,461	Coach—Independence	$545	Sales of entire industry reduced 27 per cent. Chevrolet sales reduced 10 per cent. Chevrolet was the world's largest producer in the year
1932	6	397,160	Coach—Confederate	$495	Drastic price reductions made
1933	6	624,756	Coach—Master	$515	M. E. Coyle appointed president and general manager. Cars produced at "A Century of Progress," Chicago
1934	6	867,428	Coach—Master	$560	"Knee Action" introduced. Chevrolet celebrated 23rd anniversary and produced 10,000,000th car
1935	6	1,063,980	Coach—Master	$560	"Turret Top" body introduced. Plants opened at Baltimore, Md., Muncie, Ind., and Saginaw, Mich.
1936	6	1,168,643	Coach—Master	$535	Twelve-millionth car produced August 5, 1936; Chevrolet celebrated 25th anniversary; led the industry for the eighth time in 10 years; improved hydraulic brakes introduced; dealer profits reached new all time high.

†Sales to Dealers from 1919 to date are taken from the GM Annual Report. Earlier figures from division records.

Chrysler Corp.

Year	Models	Total Production All Units	Price Range*	Factories	Milestones
1925	Maxwell 4 Chrysler Six	137,668	Maxwell 4 Touring $895 to Chrysler Six Sedan $2065	Highland Park Newcastle Evansville Jefferson Kercheval Dayton Helena Windsor	Chrysler introduces new trend in automotive design and for the first time in the medium priced class four-wheel hydraulic brakes, high compression engines, safety steel bodies, air cleaners and oil filters. Chrysler Corp. organized June 16 to succeed Maxwell Motor Corp. Chrysler Corp. of Canada, Ltd. organized.
1926	Chrysler 58 Chrysler 60 Chrysler 70 Chrysler Imperial 80	170,392	Chrysler 58 Touring Car $845 to Chrysler Imperial 80,7 Passenger Limousine Sedan $3595	Highland Park Newcastle Evansville Jefferson Kercheval Dayton Helena Windsor Antwerp	Introduced rubber engine mountings rubber spring shackles, small diameter wheels, saddle spring type seat cushions and adjustable front seats. Societe Annonyme Chrysler in Antwerp, Belgium organized.
1927	Chrysler 50 Chrysler 60 Chrysler 70 Chrysler Finer 70 Chrysler Imperial 80 Chrysler Marine Engines	192,083	Chrysler 50 Touring Car $750 to Chrysler Imperial 80 Cabriolet $3495	Highland Park Newcastle Evansville Jefferson Kercheval Dayton Helena Windsor London Antwerp	Stockholders received almost $10,000,000 in dividends. Engineering and production departments worked day and night to plan for expansion necessitated by growing demand for cars. Chrysler Motors, Ltd. in London, England, purchased.
1928	Chrysler 52 Chrysler 62 Chrysler 72 Chrysler Imperial Chrysler Imperial 80 DeSoto 6 Dodge Brothers Standard 6 Dodge Brothers Victory Dodge Brothers Senior Plymouth Graham Brothers Commercial Cars, Trucks, Buses and Motor Coaches Chrysler Marine Engines	360,398	Plymouth Coupe $655 to Chrysler Imperial 7 Passenger Limousine Sedan $3495	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Kercheval Dodge Forge Plymouth (1000 units per day capacity) Evansville Walkerville Dayton Helena Harper Stockton, Calif. Conant Road London Antwerp	Chrysler Export Corp. organized. Acquired Dodge Brothers Inc. Plymouth Motor Corp., De Soto Motor Corp., Fargo Motor Corp. organized. New Engineering building completed. Chrysler now offered a passenger car in every price field, commercial cars and trucks.
1929	Chrysler 65 Chrysler 75 Chrysler Imperial DeSoto 6 Dodge Brothers 6 Dodge Brothers Victory Dodge Brothers Senior Plymouth Dodge Brothers Commercial Cars, Trucks, Buses and Motor Coaches Fargo Trucks and Commercial Cars Chrysler Marine Engines	450,543	Plymouth Coupe $655 to Chrysler Imperial 7 passenger Limousine Sedan $3475	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Evansville Walkerville Kercheval Dayton Helena Harper Stockton, Calif. Conant Road London Antwerp	Chrysler Corp. definitely established as one of the Big Three. Paid more than $13,000,000 in dividends and continued to expand. Introduced the down draft carburetor and pioneered rust-proofed fenders and sheet metal parts. Aug., 1928 to Aug., 1929, DeSoto shipped 81,065 cars breaking all records for first year shipments of a new car. Chrysler Motor Parts Corp. formed.
1930	Chrysler 6 Chrysler 66 Chrysler 70 Chrysler 77 Chrysler Imperial DeSoto 6 DeSoto 8 Dodge Brothers 6 Dodge Brothers Senior Dodge Brothers 8 Plymouth Dodge Brothers Commercial Cars, Trucks, Buses and Taxicabs Fargo Commercial Cars and Trucks Chrysler Marine Engines	269,023	Plymouth Coupe $590 to Chrysler Imperial 7 Passenger Limousine Sedan $3575	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Evansville Walkerville Kercheval Dayton Helena Harper Stockton, Calif. Amplex London Antwerp	More than 10,000 dealers organized to sell Plymouths by giving the Plymouth franchise to all Chrysler, Dodge and DeSoto dealers. First Chrysler and DeSoto eights announced.
1931	Chrysler 6 Chrysler 66 Chrysler 70 Chrysler DeLuxe 8 Chrysler Imperial 8 DeSoto 6 DeSoto 8 Dodge Brothers 6 Dodge Brothers 8 Plymouth Dodge Brothers Commercial Cars, Trucks, Buses and Taxicabs Fargo Commercial Cars, Trucks and Motor Coaches Chrysler Marine and Industrial Engines	271,360	Plymouth Roadster $535 to Chrysler Imperial 8 Custom Phaeton $3575	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Evansville Walkerville Kercheval Dayton Helena Harper Stockton, Calif. Amplex London Antwerp	Introduced floating power engine mountings. Also introduced complete rust-proofed bodies, vacuum spark control and 14 millimeter spark plugs.
1932	Chrysler 6 Chrysler 70 Chrysler 8 Chrysler DeLuxe 8 Chrysler Imperial 8 Chrysler Custom Imperial Eight DeSoto 6 DeSoto 8 Dodge 6 Dodge 8 Plymouth Dodge Brothers Commercial Cars, Trucks, Buses and Taxicabs Fargo Motor Coaches Chrysler Marine and Industrial Engines	221,731	Plymouth Roadster $495 to Chrysler 8 Town Car $3975	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Walkerville Kercheval Helena Harper Stockton, Calif. Amplex London Antwerp	Spent $9,000,000 re-tooling Plymouth plant (increasing capacity to 2,000 units per day), and introduced a new Plymouth 6. Plymouth was the only car in the industry whose sales were greater than those in 1931.
1933	Chrysler 6 Chrysler Royal 8 Chrysler Imperial 8 Chrysler Custom Imperial 8 DeSoto 6 Dodge 6 Dodge 8 Plymouth 6 Plymouth DeLuxe Dodge Brothers Commercial Cars, Trucks and Buses Fargo Motor Coaches Chrysler Marine and Industrial Engines	450,922	Plymouth 6 Coupe $445 to Chrysler Custom Imperial Eight Phaeton $3395	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Walkerville Kercheval Helena Harper Amplex Los Angeles Antwerp London	Only manufacturer in industry whose total sales of passenger cars and trucks exceeded its 1929 record. Valve seat inserts introduced.
1934	Chrysler 6 Airflow Chrysler Eight Airflow Chrysler Imperial Airflow Chrysler Custom Imperial Airflow DeSoto Dodge Six Plymouth Standard Six Plymouth Six Plymouth Special Six DeLuxe Plymouth Dodge Brothers Commercial Cars, Trucks and Buses Chrysler Marine and Industrial Engines Airtemp Air Conditioning Products	597,756	Plymouth Standard Coupe $485 to Airflow Chrysler Custom Imperial Sedan Town Limousine $5145	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Walkerville Kercheval Helena Harper Amplex Los Angeles London Antwerp	One millionth Plymouth completed and sold. Introduces Airflow cars and develops Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs.
1935	Chrysler Airstream 6 Chrysler Airstream 8 Chrysler Airstream DeLuxe 8 Chrysler Airflow 8 Chrysler Airflow Imperial Chrysler Airflow Custom Imperial DeSoto Airstream 6 DeSoto Airflow Dodge Six Plymouth Six DeLuxe Plymouth Dodge Brothers Commercial Cars and Trucks Chrysler Marine and Industrial Engines Airtemp Air Conditioning Products	843,599	Plymouth Six Coupe $510 to Chrysler Airflow Custom Imperial Sedan Town Limousine $5145	Highland Park Newcastle Jefferson Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Evansville Kercheval Helena Harper Amplex Wyoming Los Angeles Marysville London Antwerp Walkerville	For the third year in succession exceeded its 1929 sales record—expanded production facilities throughout all its plants and reopened one in Evansville, Ind., to handle the increased demand for Plymouths. K. T. Keller became president, B. E. Hutchinson, chairman of the Finance Committee and F. M. Zeder, vice chairman of the board of Chrysler Corp.
1936	Chrysler Six Chrysler DeLuxe Eight Chrysler Airflow Eight Chrysler Airflow Imperial Chrysler Airflow Custom Imparial De Soto Airstream DeLuxe De Soto Airstream Custom De Soto Airflow III Dodge Plymouth Six Plymouth DeLuxe Six Dodge Brothers Commercial Cars and Trucks Chrysler Marine and Industrial Engines Airtemp Air Conditioning Products	1,066,229	Plymouth 5-wheel Business Coupe $510 to Chrysler Town Car on De Luxe 8 Chassis (133 inch wheelbase) $4995	Highland Park Newcastle Chrysler Windsor Dodge Main Dodge Truck Dodge Forge Plymouth Evansville Kercheval Dayton Helena Harper Amplex De Soto Los Angeles Marysville London Antwerp Walkerville	Chrysler Corporation again exceeded all previous sales records by producing and selling more than 1,000,000 cars and trucks in one year. It expanded its production facilities by opening a new De Soto factory, building a large, new modern press plant, enlarging its Marysville service parts plant, and reopening a plant in Dayton, for the use of Airtemp, Inc., in manufacturing air conditioning equipment. Distributed more than $8,000,000 in bonuses to employes. Paid the highest average hourly rates to its employes in the history of the corporation.

Ford

Year	Model	Total Production	Model and Price	Factory	Employes (U S Only)	Milestones
1903	A & C	1,708	A Runabout with tonneau $850	Mack Ave.	.....	Sued as infringer of Selden Patent
1904	B & C	1,695	B Touring $2,000	Mack Ave.	116	First branch established at Jefferson Avenue, Detroit.
1905	F	1,599	C Tonneau $1,000	Mack Ave.	216	Profits more than $300,000
1906	K-N-R-S	8,729	N Runabout $600	Piquette	347	Ford becomes controlling owner
1907	K-N-R-S	14,887	K Touring $2,800 (6-cyl.)	Piquette	.....	The first big year—more than a million in profits
....	.....	.....	R Runabout $750	.....	.....	
....	.....	.....	S Roadster with bucket seat $750	.....	547	
1908	T	10,660	Touring $950	Piquette	759	Beginning the era of the "Universal Car"
1909	T	19,051	Touring $850	Piquette	1,528	Court rules against Ford in patent suit, Ford appeals
1910	T	34,858	Touring $690	Highland Pk.	2,741	The horse and buggy's doom is sealed
1911	T	76,150	Touring $600	Highland Pk.	4,364	Ford wins Selden patent suit
1912	T	181,795	Touring $550	Highland Pk.	7,743	28 sales branches established
1913	T	218,324	Touring $550	Highland Pk.	15,450	First assembly plants go into action
1914	T	328,933	Touring $490	Highland Pk.	13,141	15,000 men raised to $5.00 a day
1915	T	534,108	Touring $440	Highland Pk.	20,049	Over 1,000 cars a day before autumn
1916	T	785,063	Touring $360	Highland Pk.	34,161	Ford buys site for Rouge factory
1917	T	710,990	Touring $360	Highland Pk.	44,013	Highland Park reaches a climax
1918	T	537,454	Sedan $875	Highland Pk.	40,428	Helmets, liberty motors, eagle boats, tractors, gun carriages
1919	T	995,658	Sedan $795	Highland Pk.	59,303	Ford buys out all other stockholders—wage raised to $6.00 per day.
1920	T	479,077	Sedan $660	Highland Pk.	72,931	Edsel Ford takes his place at Henry's side
1921	T	1,013,959	Sedan $645	Highland Pk.	80,357	Financial crisis met and passed
1922	T	1,351,333	Sedan $590	Highland Pk.	81,359	Rouge plant takes over heavy manufacturing, Fords buy Lincoln
1923	T	2,090,338	Sedan $590	Highland Pk.	128,333	
1924	T	1,593,774	Sedan $580	Highland Pk.	139,923	More than $250,000,000 in wages paid
1925	T	1,990,950	Sedan $580	Highland Pk.	155,552	Over 9,000 cars a day
1926	T	1,655,076	Sedan $495	Highland Pk.	141,739	5-day week
1927	T	450,230	Sedan $495	Highland Pk.	102,029	
1927	A	4,186	Sedan $495	Highland Pk.	.....	No Fords for six months
1928	A	818,734	Sedan $495	Rouge Plant	185,656	Winning back a lost leadership
1929	A	1,951,092	Sedan $500	Rouge Plant	162,270	Biggest employment in Ford history; over $300,000,000 in wages. Wage scale raised to $7.00 a day.
1930	A	1,485,602	Sedan $495	Rouge Plant	121,436	
1931	A	762,068	Sedan $490	Rouge Plant	75,638	
1932	V-8 and 4-cyl.	432,186	Sedan $500	Rouge Plant	66,310	Introducing V-8
1933	V-8 and 4-cyl.	501,488	Sedan $500			Fitting a new model to volume production
1934	V-8	959,526	Sedan $520	Rouge Plant	40,110	Swinging again
1935	V-8 and 4-cyl.	1,342,346	Sedan $510	Rouge Plant	68,773 107,650	Up battling for the lead
1936	V-8	1,194,527	Sedan $520	Rouge Plant	103,287	

(Continued on Page 16)

HUDSON FIRST AGAIN

AUTOMATIC SHIFT

. . . WITH SELECTIVE TRANSMISSION

Leading the trend with the greatest of modern driving features . . . announced three years ago and proved by more than 130,000 Hudson and Terraplane owners . . . over a *billion miles* of driving without a hand gear shift lever!

There is no question about it . . . hand gear lever shifting is on the way out. Following Hudson's lead, two other manufacturers have joined the ranks of "cars without a gear shift lever." Other announcements are expected soon.

The trend started over three years ago, when Hudson first introduced the easier, safer way to drive. By now experts agree that hand gear lever shifting is on the way out . . . forever.

No car with a hand gear shift lever can be up to date, so—if you want to offer your customers a really *modern* car—it will certainly pay you to investigate this new and better way to drive *now!* Can you afford to go into 1938 selling a car that does not have this greatest of modern driving features?

Simpler . . . Easier . . . Safer

But when you investigate, Hudson and Terraplane ask you to remember one fact: *NONE of the other methods brings the driver the advantages of Hudson's Selective Automatic Shift Transmission. None gives such complete control . . . none is so simple to operate.*

And none is backed by such a record of proved performance . . . *over a billion miles of driving* without a hand gear lever by over 130,000 owners. What are some of the advantages of Hudson's Selective Automatic Shift Transmission over other methods? They are many . . . and important.

1. No need to push the clutch pedal! In making *any* shift to *any* gear . . . low and reverse included . . . you need never touch the clutch pedal. Swifter, smoother, surer shifting . . . and the *work* taken out of driving!

2. Less than half the cost! Selective Automatic Shift Transmission is optional on all 1937 Hudsons and Terraplanes at only $35 extra . . . far less than the others.

3. Proved performance! Only Hudsoh's Selective Automatic Shift Transmission is backed by three years of use, by over 130,000 satisfied owners, by *over a billion miles of owner-driving.*

4. Nothing new to learn! Up under the steering wheel are the same familiar gear positions you have always used. You shift with a finger-flick, with both hands on the wheel. Unbelievably easy . . . unbelievably simple!

5. YOU control every shift! You shift *when* you want . . . to the *gear* you want . . . *at any car or engine speed.* In modern traffic that's a big advantage you don't enjoy with other methods.

6. Real 3-passenger front seat! With front floor *all clear* of gear and brake levers, and with 55 full inches of front seat comfort for three . . . widest in any popular cars . . . Hudson and Terraplane with Selective Automatic Shift Transmission give you the *only* front seat where three can really enjoy riding.

7. No special transmission! The same time-tested, time-proved transmission is used as with hand gear shifting . . . nothing experimental or untried.

History Repeats Itself

So Hudson leads again . . . bringing another important advancement to motoring . . . leaving others no choice except to follow. So, in the past, Hudson led in developing the low priced closed car . . . in conquering engine vibration . . . in eliminating excess weight and properly balancing power and weight . . . in many "firsts" that have changed the trend of motor car design.

And Hudson not only has stepped ahead again and again but has *stayed ahead* . . . just as Hudson stays ahead today in offering this new way to drive in its simplest, best proved and most desirable form.

In addition to this greatest of modern driving features, Hudson and Terraplane give you a score of other exclusive No. 1 Advantages. These advantages mean cars that you can sell in volume—*profitable volume!*

Hudson and Terraplane dealers are making money. Talk to them and see. Learn what a fine company Hudson is to do business with. Learn of the many franchise advantages offered—the cooperative officials—the efficient, experienced field force.

Ask for complete details of what it can mean to you to become a Hudson and Terraplane dealer. Your inquiry will be held in strictest confidence and answered promptly. Write, wire or, better yet . . . telephone today!

HUDSON MOTOR CAR CO. • Detroit, Mich.

HUDSON No. 1 CAR OF THE MODERATE PRICE FIELD

TERRAPLANE No. 1 CAR OF THE LOW PRICE FIELD

Chronological Histories of American Car Makers

(*Continued from Page 13*)

General Motors

Year	Models	Total Sales to Dealers	Price Range	Milestones
Sept.30 1908	PASSENGER CARS: Buick, Cadillac, Oakland, Oldsmobile.	30,861	Buick and Cadillac at $850 to Oldsmobile at $4200	G. M. acquired Oakland and Cadillac. G. M. paid first preferred stock dividend.
1910	PASSENGER CARS: Buick, Cadillac, Elmore, Marquette, Oakland, Oldsmobile, Randolph, Rainier, Cartercar. COMMERCIAL CARS: Oldsmobile.	39,300	Buick $1000 to Oldsmobile $4600	Cadillac installed battery ignition.
1911*	PASSENGER CARS: Buick, Cadillac, Cartercar, Elmore, Ewing, Marquette, Oakland, Oldsmobile, Peninsular, Rainier, Randolph. COMMERCIAL CARS: G. M. Trucks, Buick.	35,752	Buick $800 to Oldsmobile $7000	G. M. Export Co. organized. Buick produced its first closed car. General Motors Truck Co. organized to sell Rapid and Reliance truck called G M Trucks.
*Ten	months, inasmuch as the G. M. fiscal	year was	changed from Sept.	31 to July 31.
1912	PASSENGER CARS: Buick, Cadillac, Cartercar, Elmore, Oakland, Oldsmobile, Peninsular, Randolph. COMMERCIAL CARS: G. M. Trucks, Buick.	50,070	Buick $850 to Oldsmobile $6300	Electric self starter standard on Cadillac. Cadillac won "DeWar Trophy" for second time. General Motors of Canada organized.
1913	PASSENGER CARS: Buick, Cadillac, Cartercar, Elmore, Oakland, Oldsmobile, Peninsular. COMMERCIAL CARS: G. M. Trucks, Buick.	46,719	Buick $950 to Oldsmobile $3350	C. W. Nash became president of G. M.
1914	PASSENGER CARS: Buick, Cadillac, Cartercar, Oakland, Oldsmobile. COMMERCIAL CARS: G. M. Trucks, Buick.	58,987	Buick $950 to Oldsmobile $4300	Cadillac pioneered V-Type eight-cylinder high-speed engine.
1915	PASSENGER CARS: Buick, Cadillac, Cartercar, Oakland, Oldsmobile. COMMERCIAL CARS: G. M. Trucks, Buick.	76,068	Buick $900 to Cadillac $3600	Buick brought out its first six. G. M. declares first dividend on common stock—$50 per share.
1916	PASSENGER CARS: Buick, Cadillac, Cartercar, Oakland, Oldsmobile. COMMERCIAL CARS: G. M. Trucks, Buick.	132,068	Oakland $795 to Cadillac $3600	W. C. Durant became president of G. M. United Motors Corp. formed.
1917 12 Mo. Ending July 31	PASSENGER CARS: Buick, Cadillac, Oakland, Oldsmobile. COMMERCIAL CARS: G. M. Trucks, Samson Tractors.	237,602	Buick $850 to Cadillac $4040	Cadillac adopted as standard war equipment. Buick capacity enlarged to 750 cars daily.
Aug. 1 to Dec. 31		86,901		
1918	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile. COMMERCIAL CARS: Chevrolet, GMC Trucks, Buick, Samson Tractor.	246,834	Chevrolet $660 to Cadillac $4500	Purchased Chevrolet Motor Co. Capital rose to $370,000,000. E. I. DuPont De Nemours and Co. acquires 27.5% interest in common stock. General Motors of Canada, Ltd. incorporated.
1919	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile, Scripps-Booth. COMMERCIAL CARS: Chevrolet, GMC Trucks, Oldsmobile, Samson Tractors.	391,738	Chevrolet $715 to Cadillac $4800	General Motors Acceptance Corp. formed. Capital stock increased to $1,020,000,000. General Motors building begun. Three-fifths interest in Fisher Body purchased. General Motors Institute formed.
1920	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile, Scripps-Booth. COMMERCIAL CARS: Chevrolet, GMC Trucks, Oldsmobile, Samson Tractors.	393,075	Chevrolet $775 to Cadillac $5400	Pierre S. DuPont became president of G. M. General Motors Research Corp. formed.
1921	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile, Scripps-Booth, Sheridan. COMMERCIAL CARS: Chevrolet, GMC Trucks, Oldsmobile, Samson Tractors.	214,799	Chevrolet $625 to Cadillac $5400	Executive offices of G. M. moved to New York. W. C. Durant retired from directorate. Nickel plated radiators and lamps.
1922	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile. *Others COMMERCIAL CARS: Chevrolet, GMC Trucks, Oldsmobile, Samson Tractors.	456,783 *Lines not	Chevrolet $510 to Cadillac $4600 now manufactured.	Balloon tires introduced.
1923	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile. COMMERCIAL CARS: Chevrolet, GMC Trucks. *Miscellaneous *Tractors not now	798,555 manufactur	Chevrolet $510 to Cadillac $4600 ed	Duco lacquer finish became standard for Oakland. Alfred P. Sloan jr., became president of G. M.
1924	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile. COMMERCIAL CARS: Chevrolet, GMC Trucks.	587,341	Chevrolet $495 to Cadillac $5000	General Motors proving ground established. Four-wheel brakes introduced by Buick. Ethyl Gasoline Corp. formed by G. M. and Standard Oil of New Jersey.
1925	PASSENGER CARS: Buick, Cadillac, Chevrolet, Oakland, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks, Pontiac.	835,902	Chevrolet $485 to Cadillac $5000	Fisher Body acquired Fleetwood Corp.
1926	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oakland, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks.	1,234,850	Chevrolet $510 to Cadillac $6250	Pontiac introduced. Ownership of Fisher Body by G. M. completed. Safety glass introduced.
1927	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oakland, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks.	1,562,748	Chevrolet $510 to Cadillac $5500	LaSalle introduced by Cadillac. Chromium plating introduced on stock cars.
1928	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oakland, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks.	1,810,506	Chevrolet $495 to Cadillac $5995	Syncro-mesh transmission introduced. Mechanical fuel feed pumps introduced.
1929	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Marquette, Oakland, Oldsmobile, Pontiac, Viking. COMMERCIAL CARS: Chevrolet, GMC Trucks.	1,699,267	Chevrolet $495 to Cadillac $9,700	Chevrolet entered six cylinder field.
1930	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Marquette, Oakland, Oldsmobile, Pontiac, Viking, Others*. COMMERCIAL CARS: Chevrolet, GMC Trucks, Others*. FOREIGN COMMERCIAL CARS: Opel, Vauxhall. *"PASSENGER CARS—OTHERS" includes cars manufactured by Vauxhall since Apr. 1, 1930 and by Opel since July 1, 1930. "COMMERCIAL CARS—OTHERS" includes commercial cars manufactured by Vauxhall since Apr. 1, 1930 and by Opel since July 1, 1930.	1,174,115	Chevrolet $475 to Cadillac $15,000	Cadillac V-16 and V-12 introduced. Oil cooling system introduced.

General Motors—Cont'd

Year	Models	Total Sales to Dealers	Price Range	Milestones
1931	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oakland, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel, Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	1,074,709	Chevrolet $475 to Cadillac $15,000	Buick brought out its first eight cylinder engine. Sloping windshield introduced.
1932	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Pontiac (Oakland), Oldsmobile. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel, Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	562,970	Chevrolet $445 to Cadillac $10,000	Super-safe (multi-beam) headlights.
1933	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	869,035	Chevrolet $465 to Cadillac $8,950	Fisher no-draft ventilation.
1934	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel, Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	1,240,447	Chevrolet $465 to Cadillac $9,050	Knee-action wheels introduced.
1935	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel, Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	1,715,688	Chevrolet $495 to Cadillac $7,750	Turret-top bodies introduced by Fisher Body
1936	PASSENGER CARS: Buick, Cadillac, Chevrolet, LaSalle, Oldsmobile, Pontiac. COMMERCIAL CARS: Chevrolet, GMC Trucks. FOREIGN PASSENGER CARS: Opel, Vauxhall. FOREIGN COMMERCIAL CARS: Bedford, Blitz.	2,037,690	Chevrolet $525 to Cadillac $9130	Unisteel bodies by Fisher.

Graham

On June 10, 1927, the three Graham brothers, Joseph B, Ray and Robert, purchased a controlling interest in the Paige-Detroit Motor Car Co. which had succeeded the original Paige company, organized Sept. 28, 1909, and which, in 1911, reorganized under the name of the Paige-Detroit Motor Car Co.

Starting from scratch in 1909, the production of Paige cars increased to 15,000 in 1917 and 43,000 in 1922, at which time a new model, the Jewett, named after the then president of the company, Harry M. Jewett, was added to the line. From their 20-odd years of successful experience in the ownership and management of large manufacturing operations, including their ownership of Graham Bros. which in 1925 became the world's largest volume manufacturer of 1½-ton trucks, the three Graham brothers brought with them unusual engineering, manufacturing and executive talent.

On acquiring the controlling interest in the Paige-Detroit Motor Car Co., the Grahams combined with the talent of that company the experience of men who had long been associated with them in their previous manufacturing operations. The name of company was changed to its present one, Graham-Paige Motors Corp., on Jan. 5, 1928.

In 1928, the first year's production of Graham-Paige cars reached a total of 73,195 and in 1929, 77,007.

Year	Models	No. of Cyl.	Price Range	Total Production	Location of Factories in U. S.	Total Average No. of Employes	Milestones
1928	610 614 619 629 835	six six six six eight	$850 to $4285	73,195	Main, Warren ave. Body, Wayne, Mich. Service, McKinstry ave.	4,933	Graham established the policy of balanced engineering. The first Graham-Paige car built is said to have carried greater horsepower per pound of motor weight than any other motor car built at that time and in addition, pioneered the field with internal expanding hydraulic brakes, full length water jackets and strut controlled aluminum pistons
1929	612 651 615 621 827 837	six six six six eight eight	$885 to $4565	77,007	Main, Warren ave. Body, Wayne, Mich. Body, Evansville, Ind. Lumber Mills, Perry, Fla. Service, McKinstry ave.	5,479	Safety glass introduced in the windshield and all windows on all production cars said to be for the first time in history. All locks on cars designed to be fitted by one key. Construction completed on the body plant at Evansville, Ind., and the lumber mills at Perry, Fla.
1930	46 45 44 Custom 822 834	six six six eight eight eight	$895 to $4480	33,560	Main, Warren ave. Body, Wayne, Mich. Body, Evansville, Ind. Lumber Mills, Perry, Fla. Service, McKinstry ave.	2,562	The new name, Graham, was adopted on all production cars. Graham introduced wide invar strut aluminum pistons and rubber cushioned spring shackles
1931	53 54 56 820	six six six eight	$854 to $2205	20,428	Main, Warren ave. Body, Wayne, Mich. Body, Evansville, Ind. Lumber Mills, Perry, Fla. Service, McKinstry ave.	2,404	Prosperity Six introduced by Graham
1932	56 58 57	six six eight	$765 to $1120	12,967	Main, Warren ave. Body, Wayne, Mich.	1,797	Graham "Blue Streak" of streamlined design with full skirted fenders introduced, a new style trend for the industry. Pioneered extra wide wheel tread, separate radiator grille and core, high compression aluminum cylinder heads. Decease of Ray A. Graham
1933	65 64 57-A	six eight super-chgd. 8	$745 to $1095	10,979	Main, Warren ave. Body, Wayne, Mich.	1,697	All instruments were placed in one cluster on the instrument panel, establishing another trend for the industry
1934	68 67 69	six eight super-chgd. 8	$695 to $1730	15,745	Main, Warren ave. Body, Wayne, Mich.	1,979	Graham introduced the Supercharger, being the first manufacturer to offer the Supercharger on production cars and the first ever offered in this country on any automobile priced under $10,000. Graham continues with higher compression ratios and was first to introduce the seal ball bearing water pump, it is claimed
1935	74 73 72 75	six six eight super-chgd. 8	$595 to $1215	27,795	Main, Warren ave. Body, Wayne, Mich.	2,334	Graham introduced a low priced six listing at $595 f.o.b. Detroit
1936	80-80A 90-90A 100	six six super-chgd. 6	$595 to $1170		Main, Warren ave. Body, Wayne, Mich.	2,500	Graham cars officially established records which show the highest economy for full-sized cars. A Graham Supercharger won the Gilmore-Yosemite Economy Sweepstakes, defeating a field of 29 competitors in seven different classes with a record of 26.66 miles per gallon, carrying five passengers and luggage. Combination of the Supercharger engine and overdrive offered for the first time in history

(*Continued on Page 18*)

"A man learns a lot, building 25 million cars!"

"Seems to me, nothing ever takes the place of experience. You learn to do a good job by doing it. The more you do it, the more you learn about it.

"Take cars, for instance. They tell me Henry Ford has built 25 million. Nobody else ever had near that much experience. So, the way I figure, Henry Ford's the man I want to build my car.

"Besides, all those cars weren't sold—most were bought. Bought because folks got more for their money—because Henry Ford did a better job every year.

"This year's Ford is the best yet. Handles easy, rides easy, runs smooth and sweet. I know. One day after I'd been sitting here watching the Fords go by, I says to myself, 'Jud, you go buy one.' And I did!"

FORD Ford *V·8*

Chronological Histories of American Car Makers,

(*Continued from Page* 16)

Hudson

Year	Models	Total Production	Model and Price	Milestones
1909	"20"	1,100	Roadster $900	Hudson Motor Car Co. organized, introducing first car with sliding gear transmission to sell at less than a thousand dollars.
1910	"20"	4,556	2 Models—Roadster $1000, Touring $1150	Improved Model 20 with die cast bearings.
1911	"33"	6,486	4 Models—Roadster $1000 to Torpedo $1450	Offers Model 33, one of the first using cylinder block cast en bloc and a unit power plant. Three developments in this car: (1) Simplified chassis with several hundred fewer parts. (2) Multiple disc clutch with cork insets. The cork inset clutch is still a feature of Hudson-built cars. (3) "Torpedo model," a smart appearing touring car of the sport type. Added 63,000 feet of factory space to keep up with increasing demand. Built new factories on site of present plants.
1912	"33"	5,708	3 Models—Touring $1600 to Coupe $2250	Introduced the coupe. Roadster created sensation as first low priced car to do 60 miles an hour.
1913	"37"—4 cyls. "54"—6 cyls.	6,401	"37," 4 Models priced Touring $1875 to Limousine $3250 "54" Big Six, 4 Models, Roadster $2350 to Limousine $3750	First big car at a medium price, the "54," a six cylinder car with a 145 inch wheelbase. Became the largest producer of sixes.
1914	6-54 6-40	10,261	6-54 Big Six, 2 Models, Touring $2250 to Sedan $3100 6-40 Light Six, 4 Models, Touring $1750 to Cabriolet $1950	Produced first sedan built. Introduced cabriolet, new type roadster completely enclosed for winter driving. Introduced "overdrive," or fourth speed transmission.
1915	6-40 6-54	12,864	6-40, 6 Models, Phaeton $1550 to Limousine Landaulet $2700 6-54, 2 Models, Phaeton $2350 to Limousine $3500	Number of models is increased from four seven.
1916	6-40	25,772	G 6-40, 7 Models, Phaeton $1350 to Limousine $2450 H Super Six, 8 Models, Phaeton $1475 to Landau Limousine $2850	Hudson Super Six introduced high speed power plant made possible through compensated crankshaft, a crankshaft really balanced in motion and increasing the horsepower from 42 to 76 and stepping up car speed from 60 miles to 70 miles an hour. This also boosted gasoline mileage from 9 or 10 to 13 or 14 miles per gallon. Super Six was first high compression L head engine with non-detonating cylinder head. Compression ratio was five to one. This Super Six principle is still a feature of all Hudson-built cars.
1917	"J" (Super Six)	20,976	"J" (Super Six), 11 Models, 7-pass. Phaeton $1650 to Full Folding Landau $4250	Introduced speedster or 4-passenger phaeton, a sport-type car with non-reflecting windshield. Light Six discontinued and refinements added to Super-Six.
1918	"M" (Super Six)	12,618	"M" (Super Six) 11 Models, 7-pass. Phaeton $2200 to Limousine Landau $3750	Continued development of Super Six.
1919	Hudson Super Six Model O Essex Model A (4 cylinders)	Total 40,054 Hudson 18,175 Essex 21,879	Hudson Model O, 7 Models, Phaeton $2200 to Limousine $3775 Essex Model A, 3 Models, Touring $1395 to Sedan $2250	Introduced Essex, a four cylinder car with the features of the Super Six, a compensated and inherently balanced crankshaft, and a high power-to-weight ratio. Aluminum alloy pistons first introduced in low-priced field. Metric spark plugs introduced as standard equipment.
1920	Hudson Super Six—10-O Essex—12-O	Total 45,937 Hudson 22,268 Essex 23,669	Hudson Model O, 6 Models, Phaeton $2000 to Limousine $4275 Essex Model 5 A, 4 Models, Touring $1545 to Sedan $2450	
1921	Hudson Super Six Essex	Total 27,143 Hudson 13,721 Essex 13,422	Hudson 10A, 6 Models, Phaeton $1895 to Limousine $3495 Essex 5A, 4 Models, Touring $1195 to Sedan $1895	Introduced Coach. This body design, introduced in the Essex line, made possible closed cars at open car prices. Led way with introduction of aluminum alloy pistons in Hudson line.
1922	Hudson Super Six Essex	Total 64,464 Hudson 26,242 Essex 38,222	Hudson, 6 Models, 4-pass. Phaeton $1525 to Limousine $3495 Essex 5A, 3 Models, Touring $1045 to Coach $1245	Sedan type body with non-reflecting windshield. Coach added to Hudson line.
1923	Hudson Super Six—Model O Essex 5-A	Total 88,914 Hudson 46,337 Essex 42,577	Hudson, 6 Models, 4-pass. Phaeton $1265 to Coupe $2570 Essex 5-A, 3 Models, Touring $1045 to Coach $1145	
1924	Hudson Super Six—Model O Essex (6 cylinders)	Total 133,950 Hudson 59,427 Essex 74,523	Hudson, 5 Models, 4-pass. Phaeton $1400 to 7-pass. Sedan $2250 Essex, 2 Models, Phaeton $900 to Coach $1000	Six-cylinder Essex introduced. This engine, fundamentally unchanged, has been used for 13 years and more than a million and a half have been built.
1925	Hudson Super Six Model O Essex (6 cylinders)	Total 269,474 Hudson 109,840 Essex 159,634	Hudson, 5 Models, Coach $1250 to 7-pass. Sedan $1795 Essex, 2 Models, Coach $765 to Phaeton $950	Production passed the quarter-million mark.
1926	Hudson Super Six — Model O; Essex	Total 227,508 Hudson 70,261 Essex 157,247	Hudson, 4 Models, Coach $1175 to 7-pass. Sedan $1595 Essex, 2 Models, Coach $815 to Phaeton $815	Steel bodies made in own plant on production basis. Starter control placed on instrument panel.
1927	Hudson Super Six (Models O and S, 118" w. b.) Essex	Total 276,414 Hudson 66,034 Essex 210,380	Hudson, 7 Models, Coach, 118" w.b., $1285 to 7-pass. Sedan $1850 Essex, 9 Models, Cabriolet $635 to Phaeton $795	Introduced 118 inch wheel base Hudson.
1928	Hudson Super Six—Models O and S (118" w.b.) Essex Six	Total 282,203 Hudson 52,316 Essex 229,887	Hudson, 10 Models, Coach, 118" w.b. $1250 to 5-pass. Sedan $1950 Essex, 6 Models, Coach $735 to Roadster $650	Introduced natural grip steering wheel.
1929	Hudson Super Six—L-139 and R-122 Essex Six	Total 300,962 Hudson 71,179 Essex 229,783	Hudson, 14 Models, Coach, 122" w.b. $1095 to Sport Phaeton, 139" w.b. $2200 Essex, 9 Models, 2-pass. Coupe $695 to Convertible Coupe $895	Production passed 300,000 mark.
1930	Hudson Great Eight Essex Super Six, 113"	Total 113,898 Hudson 36,674 Essex 77,224	Hudson Eight, T-119" w.b., 11 Models, 2-pass. Coupe $1030 to 7-pass. Sedan $1650 Essex Super Six E, 113" w.b., 9 Models, Coach $650 to Sun Sedan $995	Hudson Great Eight introduced with Duo-Flo system of engine lubrications and labyrinthian motor cooling, reducing operating oil temperature 45 degrees.

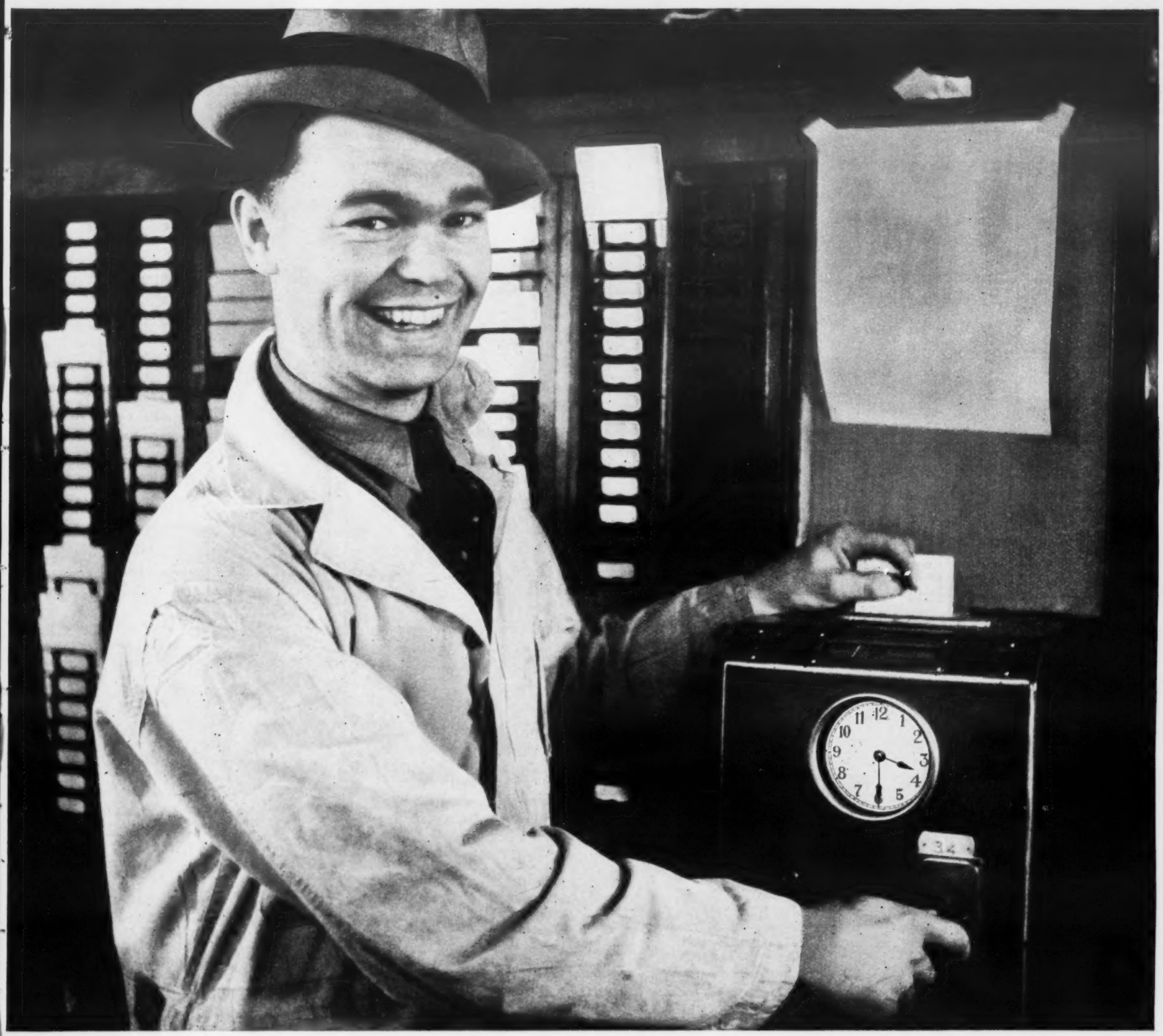
Hudson—Cont'd

Year	Models	Production Total	Model and Price	Milestones
1931	Hudson Eight—31T, 119"; 31U, 126" Essex—31E, 113"; 31EF, 119"; 31D-31DA, 110½"	Total 58,545 Hudson 17,487 Essex 41,058	Hudson Eight—31T, 119" w.b., 14 Models, Business Coupe $875 to 7-pass. Sedan $1450 Essex—Model 31E, 113" w.b., 12 Models, Coach $595 to 7-pass. Sedan $995	Selective free wheeling. Cam ground aluminum pistons.
1932	Greater Hudson Eight Essex Super Six Pacemaker, Standard Essex, Essex-Terraplane Special	Total 42,195 Hudson 7,777 Essex-Terraplane Special 34,418	Hudson, 14 Models, Business Coupe $995 to 7-pass. Sedan $1595 Essex, 25 Models, Roadster $425 to Special Sedan $845	Terraplane introduced with unit engineering,—body and chassis designed as a single unit. Airplane ratio of power to weight.
1933	Hudson Super Six—Model E, Hudson Greater Eight Terraplane Six, Terraplane Eight	Total 40,982 Hudson 2,401 Terraplane 38,581	Hudson, 12 Models, Business Coupe $695 to 7-pass. Sedan $1495 Terraplane, 24 Models, Roadster $425 to Convertible Coupe $765	Radio standard equipment in Terraplane De Luxe models.
1934	Hudson Eight Standard and De Luxe, 116" w. b. — Model LT; Hudson Eight Standard and De Luxe, 123" w. b.—Model LL; Hudson Challenger Eight Standard and De Luxe, 116" w.b.—Model LTS; Hudson Eight Challenger—123" w.b. Terraplane Six Standard, Major and Challenger	Total 85,835 Hudson 27,130 Terraplane 58,705	Hudson, 17 Models, Coupe (2) $695 to Brougham $1195 Terraplane, 25 Models, 2-pass. Coupe $565 to Comp. Sedan $780	First pinned piston rings in American cars. Direct action shock absorbers. Rear luggage compartment and enclosed tire in rear.
1935	Hudson Six. 116" w.b. —Model GH; Hudson Special Eight, 117" w.b.—Models HT and HU; Hudson Custom Eight, 124" w.b.—Model HHU Terraplane Special Six and De Luxe Six, 112" w.b.	Total 101,080 Hudson 29,476 Terraplane 71,604	Hudson, 18 Models, 2-pass. Coupe $695 to Brougham $1195 Terraplane, 5 Models, 2-pass. Coupe $585 to Convertible Coupe $725	Bodies all of steel—floor, sides, front, back, roof, over an inner structure of steel. Electric Hand.
1936	Hudson Custom Six, 122" w. b.; Hudson De Luxe Eight, 122" and 129" w.b.; Hudson Custom Eight — 122" and 129" w.b. Terraplane Custom and De Luxe—117" w.b.	Total 116,085 Hudson 26,713 Terraplane 89,372 Commercial 3,311	Hudson, 29 Models, 2-pass. coupe $815 to Touring Sedan, 129" w.b., $1145. Terraplane, 28 models, 2-pass. coupe $695 to Convertible Brougham, $985.	Introduced radial safety control; duo-automatic hydraulic brakes, with a separate safety braking system which takes hold automatically in emergencies; draft eliminator which automatically equalizes air pressures inside and outside the car.

Hupmobile

Year	Model	Total Production	Model and Price	Factory	Employes (U. S. Only)	Milestones
1909	20	1,618	Runabout $750	Bellevue ave.	80	Introduced unit power plant with transmission and clutch integral with engine. Four-cylinder runabout was lowest to ground of any car in industry.
1910	20	5,340	Touring 900	Jefferson ave.	282	Four-cylinder touring car made trip around the world with three passengers and baggage.
1911	20	6,079	Touring 900	Jefferson ave.	378	Introduced all-steel bodies, including steel floor tieing frame and side members rigidly together. Hupp began to use positive oil feed to cylinder walls; drilled crankshaft; silent timing chain, center gear shift control; electric starter and generator.
1912	20 32	1,849 5,791	Touring 900 Touring 1000	Milwaukee ave.	688	Opened Milwaukee Avenue plant, Detroit. Launched the "32," an all-steel touring car.
1913	20 32	894 11,849	Touring 900 Touring 1000	Milwaukee ave.	1,067	
1914	32 K	7,607 2,711	Touring 1050 Touring 1200	Milwaukee ave.	966	Began using mushroom-type valve lifters; Hotchkiss drive; spiral bevel rear axle gears; drop-forged rear axle with pinion and shaft integral.
1915	32 K N	692 4,268 5,443	Touring 1050 Touring 1200 Sedan 1365	Milwaukee ave.	1,107	Three-point generator mounting.
1916	N	12,055	Sedan 1735	Milwaukee ave.	1,449	
1917	R N	1,277 10,016	Touring 1250 Sedan 1735	Milwaukee ave.	1,459	Gear-driven oil pump, combination oil pump and ignition drive assembly.
1918	R	9,544	Sedan 2135	Milwaukee ave.	1,076	High-pressure chassis lubrication.
1919	R	17,442	Sedan 2185	Milwaukee ave.	1,428	
1920	R	19,225	Sedan 2485	Milwaukee ave.	1,564	
1921	R	13,626	Sedan 2485	Milwaukee ave.	1,454	
1922	R	34,168	Sedan 1935	Milwaukee ave.	3,443	
1923	R R	38,279 30,084	Sedan 1750 Sedan 1750	Milwaukee ave.	3,728	Chrome-nickel cylinder iron for cylinder blocks. Hupp began to check crankshafts for static and dynamic balance.
1924	E	920	Sedan 2375	Milwaukee ave.	3,520	Patented airplane-type, rocker-arm valve mechanism.
1925	A R E	8,267 15,118 13,902	Sedan 1385 Sedan 2375 Sedan 2195	Milwaukee ave.	4,227	
1926	A E	36,212 9,214	Sedan 1385 Sedan 2345	Milwaukee ave.	2,772	Manifold heat control, double-breaker point ignition for 8-cylinder engines.
1927	A E	34,804 6,270	Sedan 1385 Sedan 2345	Milwaukee ave.	2,690	Introduced steeldraulic, 4-wheel brakes, also dual carburation for eight-in-line engines. Rifle-bored connecting rods.
1928	M A E	87 48,911 2,153	Sedan 1875 Sedan 1395 Sedan 2345	Milwaukee ave.	3,348	Introduced road shock eliminator and full-flow type oil filter. Began using full-rubber engine mounting.
1929	M A M S C H U	14,796 21,604 7,238 16,272 4,865 595 5	Sedan 1875 Sedan 1350 Sedan 1815 Sedan 1060 Sedan 1695 Sedan 2080 Sedan 2495	Milwaukee ave. Cleveland, O. Milwaukee ave.	4,327	Introduced down-draft carburation and engine oil cooler. Began using crankcase ventilation.
1930	A M S L C H U	3,563 2 8,686 4,415 3,256 1,868 393	Sedan 1350 Sedan 1815 Sedan 1060 Sedan 1295 Sedan 1695 Sedan 2080 Sedan 2495	Milwaukee ave. Cleveland, O. Milwaukee ave.	2,823	Began using rubber spring shackles.
1931	A S B L F C H U I	11,279 1 681 2,814 197 1,528 735 170 46	Sedan 1350 Sedan 795 Sedan 895 Sedan 995 Sedan 1295 Sedan 1195 Sedan 1455 Sedan 1895 Sedan 1595	Milwaukee ave. Cleveland, O. Milwaukee ave.	2,578	Introduced needle-bearing universal joints; automatic riding control and chassis Torsional stabilizer. Began using double-rigid, X-type frame. Bonderized sheet metal. Parkerized chassis parts and one-piece tubular front axle.

(*Continued on Page* 20)



"There are 76,000 More Like Me"

SEVENTY-SIX THOUSAND PEOPLE! That's quite a family to build up in a dozen years!

Once Walter P. Chrysler used to punch a time clock as the man in this picture is doing. Today he heads an industrial organization of first magnitude. From 5,000 employees twelve years ago to 76,000—that's the impressive measure of Chrysler Corporation's growth.

Starting with 8 plants and few dealers, today Chrysler Corporation's properties include 20 plants in 11 cities in the United States, Canada and Europe, and its dealers number more than 17,000.

Today Chrysler Corporation is annually building more than a million cars and trucks—bearing the distinguished names of Plymouth, Dodge, De Soto, and Chrysler—as well as summer and winter air conditioning and heating equipment, and miscellaneous products.

Today, there are hundreds of smaller factories making automobile parts and materials, which thrive as the result of Chrysler Corporation's ability to use those products.

The businesses of those manufacturers, of thousands of retail merchants supplying their wants, real estate values, tax collections of states and cities, are all vitally involved in the weekly payroll of Chrysler Corporation.

But the story of Chrysler Corporation is more than one of factory buildings, engineering laboratories, modern machinery and equipment, sales branches, distributors, dealers, parts depots, supplies, materials and financial resources.

It is really a story of many men and women—a story of leadership, organization and the spirit of progress which breathes life into physical assets and puts them to useful production.

CHRYSLER CORPORATION PLYMOUTH · DODGE DE SOTO · CHRYSLER

DODGE TRUCKS . . . CHRYSLER MARINE AND INDUSTRIAL ENGINES . . . AIRTEMP AIR CONDITIONING

Chronological Histories of American Car Makers

(*Continued from Page* 18)

Hupmobile—Cont'd.

Year	Model	Total Production	Model and Price		Factory	Employes (U.S. Only)	Milestones
1932	S	1,364	Sedan	795	Cleveland, O.	1,630	
	B	3,581	Sedan	895	Milwaukee ave.		
	K	13	Sedan	995			
	L	790	Sedan	995			
	F	3,382	Sedan	1295			
	C	281	Sedan	1195			
	H	270	Sedan	1455			
	U	122	Sedan	1895			
	I	664	Sedan	1595			
1933	B	729	Sedan	895	Milwaukee ave.	1,481	Automatic king pin oiler.
	K	4,940	Sedan	995			
	L	17	Sedan	995			
	F	1,113	Sedan	1195			
	I	517	Sedan	1445			
1934	K	1,009	Sedan	895	Milwaukee ave.	1,677	Introduced 100 per cent "shear engine mounting and centralized brake fulcruming. Began using "mirror" finish cylinder hone.
	W	4,707	Sedan	795			
	F	280	Sedan	1045			
	I	226	Sedan	1145			
	J	2,264	Sedan	1095			
	T	954	Sedan	1245			
1935	W	278	Sedan	695	Milwaukee ave.	1,160	
	D	6,274	Sedan	795			
	G	1,497	Sedan	855			
	J	224	Sedan	1095			
	T	547	Sedan	1395			
	O	324	Sedan	1195			
	N	202	Sedan	1035			
1936	G	53	Sedan	855			(Company re-organized; plans to resume production in summer of 1937).
Through Mar. 31	N	21	Sedan	1035			

Total business **$580,482,936.75**
Total payroll **91,911,155.89**
Total taxes paid during above period **12,256,867.92**
Purchases during period (estimated) **365,000,000.00**

Nash

Year	Total Car Units Produced	20 Year Range of Price: Lowest Base Price	20 Year Range of Price: Highest Base Price	Average Number of Employes	Milestones
1916	.....	.....	.....	.....	C. W. Nash resigns General Motors presidency; founds Nash Motors Co., July 29; assumes command Sept. 6.
1917	9,516	$1,295	$1,985	2,438	First Nash car, a six with valve-in-head motor, off assembly line in July; first Nash "ad" published Aug. 25.
1918	21,773	1,395	2,250	3,988	Completed modern and complete 250-ton daily capacity foundry; peak war truck output; largest producer of trucks in industry.
1919	31,108	1,490	2,575	5,503	Half interest in Seaman body plant acquired; begins erection of modern new plant for production of Nash enclosed bodies.
1920	38,831	1,595	2,895	5,989	Introduces "41" model 4-cylinder car, supplementing sixes.
1921	20,953	1,395*	2,695	3,468	Due to increasing demand for enclosed bodies, building of increased units, doubling capacity, is started.
1922	41,923	1,195*	2,390	4,261	Introduces first rubber mounted motor to be used in industry.
1923	57,021	915*	2,190	5,656	Inaugurates employe social welfare program.
1924	53,829	915*	2,290	5,145	Mitchell Motor Co. property at Racine acquired.
1925	96,289	865	2,290	7,077	Introduces Racine-built car; again increases body plants.
1926	135,595	865	2,090	8,313	Begins still further building to increase body plant capacity; retires all outstanding preferred stock.
1927	122,632	885	2,165	7,466	Develops French back, forerunner of modern streamline design.
1928	138,170	845	2,330	8,196	Introduces first twin-ignition, valve-in-head motor to be used in volume passenger car production; another plant increase begun at body factory.
1929	116,632	915	2,280	7,006	First Nash 8-cylinder car produced; construction completed of modern press department at Racine plant for fender, hood and other metal units.
1930	54,619	795	2,385	4,714	Entered depression with large cash surplus and no funded indebtedness.
1931	38,631	795	2,025	3,815	Inclusion of all fine-car engineering principles in all cars produced.
1932	17,727	725	2,055	2,965	Production facilities at Kenosha and Racine augmented following announcement of four new eights and new six of advanced design.
1933	14,969	745	2,055	2,885	Decides to enter lower priced field with car having all fine-car engineering principles.
1934	28,678	565	1,905	3,885	Millionth car built; and LaFayette car introduced.
1935	44,702	580	1,290	4,431	Creates new type sealed-in motor.
1936	53,038	$595	$995	7,079	Merges with Kelvinator Corporation of Detroit and becomes Nash-Kelvinator Corporation with C. W. Nash as chairman of the board, and George W. Mason as president.

Oldsmobile

Year	Model	†Total Sales to Dealers	Model and Price	Factory	Employes (U S Only)	Milestones
1897		1		Lansing	2	Olds Motor Vehicle Co. incorporated at Lansing, Aug. 21, 1897. First Oldsmobile built
1898		1		Lansing	2	Getting started
1899	Curved Dash	1	Curved dash runbt.	Detroit	12	Olds Motor Works organized. First curved dash runabout built. Fire destroys patterns — production delayed
1900	Curved Dash	425	Runabout, $650	Detroit	216	Beginning of quantity production system
1901	Curved Dash	2,100	Runabout, $650	Detroit	386	
1902	Curved Dash	2,500	Runabout, $650	Detroit-Lansing	415	New factory starts in Lansing
1903	R	4,000	Runabout, $650	Detroit-Lansing	450	Oldsmobile "Pirate" sets world's speed record—five miles in six and one-half minutes
1904	6 C	5,508	Runabout, $650	Lansing	500	Lansing becomes home of Oldsmobile
1905	N & G	6,500	Strt. dash, $750 1-cyl. Strt. dash, $1250	Lansing	612	Peak production of 36 cars per day reached. Oldsmobile stages first transcontinental race—"Old Scout" completes trip in 44 days
1906	B L S	1,600	1-cyl., $650 2-cyl., $1250 4-cyl., $2250	Lansing	600	First medium-priced 4-cylinder car produced
1907	AH	1,200	4-cyl. rnbt., $2750	Lansing	215	Nickel plating is used for first time
1908	M-MH Z-KR	1,055	4-cyl., $2750 6-cyl., $4500	Lansing	500	Olds Motor Works becomes unit of General Motors. First 6-cylinder model Oldsmobile introduced in Madison Square Garden

Oldsmobile—Cont'd.

Year	Model	†Total Sales to Dealers	Model and Price	Factory	Employes (U S Only)	Milestones
1909	20 D-DR Z-ZR	6,575	4-cyl., $1250 4-cyl., $2750 6-cyl., $4500	Lansing	1,052	First Oldsmobile with closed bodies built
1910	22-25 23-24	1,850	4-cyl. spl., $3000 6-cyl. ltd., $4600	Lansing	850	New assembly plant built
1911	28 27	1,250	"Autocrat" 4-cyl., $3500 "Limited" 6-cyl., $5000	Lansing	915	First self-starter (air type) installed
1912	32 33 40	1,075	4-cyl., $3500 6-cyl., $5000 4-cyl., $3000	Lansing	583	Addition to assembly plant made
1913	40 53	1,175	"Defender" 4-cyl., $2500 6-cyl., $3200	Lansing	276	Cars equipped with Delco ignition and starting system
1914	54 42	1,400	6-cyl., $2975 4-cyl., $1285	Lansing	600	
1915	42 55 43 44	7,696	4-cyl., $1285 6-cyl., $2975 4-cyl., $1095 8-cyl., $1195	Lansing	2,000	Top and windshield becomes standard equipment First volume production of closed cars
1916	42 43 44 45	10,607	4-cyl., $1285 4-cyl., $1295 V 8, $1295 V 8, $1195	Lansing	3,000	
1917	45 45 A 44 37	22,613	V 8, $1295 V 8, $1700 V 8, $1195 6-cyl., $1095	Lansing	4,000	Begins building kitchen trailers for army use and prepares to build Liberty aircraft engines. First aluminum pistons used
1918	45 37 37 A	21,169	V 8, $1700 6-cyl., $1095 6-cyl., $1295	Lansing		New motor plant is completed Highest production in history of company
1919	45 45 A 37 A 45 B	†33,345	V 8, $1700 V 8, $1700 6-cyl., $1395 V 8, $1895	Lansing	4,000	Expansion program started
1920	37 A-B 45 B 46 43 A	26,241	6-cyl., $1450 V 8, $2045 V 8, $1875 4-cyl., $1445	Lansing	3,890	Expansion program completed. New buildings include assembly, axle, sheet metal, and enameling plants
1921	37 A-B 45 B 46 43 47	20,245	6-cyl., $1450 V 8, $2100 V 8, $1875 4-cyl., $1445 8-cyl., $1725	Lansing	2,500	Speed record of 87 miles per hour for 15 hours set by Oldsmobile eight
1922	47 46 43 A	21,216	V 8, $1495 V 8, $1875 4-cyl., $1345	Lansing	2,500	Six-cylinder car built to sell at $750
1923	30 A 47	33,356	6-cyl., $750 V 8, $1495	Lansing	3,680	"Cannonball" Baker completes transcontinental run from New York to Los Angeles in 12½ days with Model 30A locked in high gear
1924	43 A 30 B	45,729	4-cyl., $1095 6-cyl., $785	Lansing	4,200	Fisher Body plant starts in Lansing
1925	30 B-C-D	43,935	6-cyl., $875	Lansing	4,250	Chromium plating introduced by Oldsmobile
1926	30 D-E	55,536	6-cyl., $875	Lansing	4,450	
1927	30 E	58,016	6-cyl., $925	Lansing	4,350	Oldsmobile adopts four-wheel brakes
1928	F 28	90,202	6-cyl., $875	Lansing	5,560	
1929	F-29	99,435		Lansing	7,213	Greatest volume reached; new motor and axle plants and experimental building completed
1930	F-30	49,879	6-cyl., $895	Lansing	5,600	New administration building completed; cars are streamlined.
1931	F-31	49,840	6-cyl., $675	Lansing	4,623	Downdraft carburetion and syncromesh transmission introduced
1932	F-32 L-32	22,724	8-cyl., $975	Lansing	4,029	Introduction of a straight eight as a companion car to the six. Cars equipped with automatic choke
1933	F-33 L-33	37,164	6-cyl., $745 8-cyl., $845	Lansing	3,980	Revolutionary new styling stamps Oldsmobile Six and Eight as style leaders.
1934	F-34 L-34	83,965	6-cyl., $645 8-cyl., $845	Lansing	8,633	Introduction of the all-feature six with knee-action and super hydraulic brakes. Plant expansion begun
1935	F-35 L-35	188,581	6-cyl., $675 8-cyl., $860	Lansing	10,509	All previous sales and production records broken Forty-eight acre site and 21 modern buildings added to production facilities. Introduction of solid steel turret-top bodies
1936	F-36 L-36	191,455	6-Cyl. $665 8-Cyl. $810	Lansing	12,125	New all time high, sales, production, employment and payroll expenditures established. Extensive expansion program completed, involving an investment of over $6,000,000. New engineering building constructed.

Packard

Year	Total Production	Models and Price	Employes	Milestones
1899	1	A 2-pass. Buggy	.....	First Packard car completed Nov. 6 by J. A. Packard at Warren, O.
1900	.....	B 4-pass. Buggy $1250	.....	Ohio Automobile Co. formed
1901	.....	C 2-pass. Buggy	.....	Patent obtained on automatic spark advance
1902	.....	2-pass. Buggy	.....	Name changed to Packard Motor Car Co.
1903	.....	K 2-pass. Buggy	160	Factory moved to Detroit from Warren, O.
1904	192	L 5-pass. Buggy	399	Packard original "life" lines created
1905	481	N 5-pass. Buggy	583	First trucks, 22 in number, built
1906	768	S 5-pass. Touring $2400	1,174	Magneto ignition makes appearance
1907	1188	U 5-pass. Touring $4200	1,711	First of famous "30's" introduced
1908	1,470	UA 5-pass. Touring $4200	2,151	Patent obtained on cylinder jacket later used on Liberty engine
1909	2,699	UB, UBS and NA 5-pass. Touring $4200-$3200	4,091	Packard Motor Car Co. incorporated in Michigan
1910	3,999	UC, UCS and NB 5-pass. Touring $4200-$3200	5,382	Alvan Macauley becomes general manager.
1911	3,034	UD, UDS, NC 5-pass. Touring $4200-$3200	5,617	Packard truck makes coast to coast run in 46 days
1912	3,728	UE, 12-48, NE $4200, $5000, $3200	6,143	Windshields made permanent part of body
1913	4,363	1-38 $4150, 13-48 Touring $4850	5,818	Complete forced feed lubrication introduced
1914	3,259	1-38, 14-48, 2-38, 4-48, $4150, $4850, $3850, $4850	4,244	Packard invents spiral bevel gear
1915-16	4,754	3-38 5-48, 1-25, 1-35, $3850, $4850, $2800, $2950	7,062	Twin Six, first 12 cylinder car in U. S., introduced
1916-17	13,337	2-25, 2-35, $2885, $3285	11,273	Alvan Macauley elected president
1917	14,887	3-25, 3-35, $3450, $3850	10,364	Packard produces first Liberty airplane engine
1918	12,786	3-25, 3-35 $3950, $4300	12,203	Packard makes trucks, cars, Liberty engines and planes for U. S. war service
1919	7,674	3-25, 3-35 $4800, $5150	9,858	Ralph DePalma in "905" Packard establishes world's mile record at 149.8 M. P. H.
1920	15,113	3-35, 116 $5550, $4950	9,111	$16,000,000 building program completed "Single Six" (Model 116) opens new epoch in company
1921	7,858	3-35, 116 $4850, $3975	3,895	Packard-built plane and Packard-built engine establishes world's altitude record

(*Continued on Page* 22)

What's new in the new Buick?

ALL YOU CAN SEE — AND THEN SOME

START with the *radiator* if you like. That's new. So is the *bonnet*. The *headlamps* are new. The *door handles*, the *hardware*, the smart *interior trim*—everything you can see.

Probe deeper. You find new thrift, new efficiency from a brand new all-position Aerobat *carburetor*. New *automatic choke* that puts new certainty in cold weather starting. New streamlined *valves* give new wallop to an easier-breathing valve-in-head engine that's already 10% more efficient, size for size, than other types.

New and *higher compression* steps up power. So does a new quiet *muffler* that cuts down exhaust pipe back-pressure. New valve *rocker-arms* help keep power-flow quiet whether the engine is hot or cold. New high-output *generator* gives you ample juice for all electrical needs.

Then add new strength and rigidity in the *chassis*, new length of *wheelbase*, new *headroom* in spite of new low roof lines, new *lower floors*, and new *wider doors* that are easier to pass through—and you begin to get a part of the picture.

But the big new thing in the glorious new Buicks that transcends all these is the new way it "roads" and rides and drives.

It travels with a wondrous earth-skimming steadiness, without weave, bobble or jar, without wind-wander or wheel-fight, without urging or labor. Tough runs won't faze, strain or weary it. It's quick as youth on the uptake, quiet as a cloud, and whatever the duty game and gallant as an aviator's wife.

What's new in Buick? Plenty to make it *sell*—and that's what makes it the first-choice car of dealers who want permanence as well as profits. Buick dealers are going to town—better look into the Buick franchise as well as Buick itself—they're *both* winners! For information about open dealerships write W. F. Hufstader, General Sales Manager, Buick Motor Division, General Motors Sales Corp., Flint, Mich.

LOWEST BUICK PRICES EVER!

At today's prices, a big Buick valve-in-head straight eight costs little more than the average six outside the lowest price field! Compare delivered prices and see what a value this bell-wether Buick is.

STOWAWAYS FIND ROOM HERE

Give the little girl a hand for trying! She knew there would be room to spare in Buick's jumbo luggage compartment—even after you've stowed away all the luggage you'll need. You could go around the world with the baggage you can carry here.

NO OTHER CAR IN THE WORLD HAS ALL THESE FEATURES

- ★ VALVE-IN-HEAD STRAIGHT-EIGHT ENGINE
- ★ ANOLITE PISTONS
- ★ AEROBAT CARBURETOR
- ★ SEALED CHASSIS
- ★ TORQUE-TUBE DRIVE
- ★ UNISTEEL BODY BY FISHER
- ★ TIPTOE HYDRAULIC BRAKES
- ★ KNEE-ACTION COMFORT AND SAFETY
- ★ "HIGH OUTPUT" GENERATOR
- ★ JUMBO LUGGAGE COMPARTMENTS
- ★ DOUBLE STABILIZATION
- ★ SAFETY GLASS

"It's Buick again!"

YOUR MONEY GOES FARTHER IN A GENERAL MOTORS CAR

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

Chronological Histories of American Car Makers

Packard—Cont'd.

(Continued from Page 20)

Year	Total Production	Models and Price	Employes	Milestones
1922	13,211	3-35, 126, 133 $3850, $3275, $3525	7,790	Standardized service pioneered. Employes volunteer to forego vacations to aid factory in catching up on orders
1923	21,909	226, 233, 136, 143 $3375, $3625 $4650, $4900	7,562	Packard first American car to adopt four wheel brakes
1924	16,140	226, 233, 136, 143 $3375, $3625, $4650, $4900	8,440	Packard checks precision tools with light ray measuring device, first in auto industry
1925	23,399	326, 333, 236, 243 $2585, $2785, $4750, $5000	9,857	Packard car crosses continent without forward motion ever stopping
1926	34,228	426, 433, 336, 343 $2585, $2725, $4750, $4890	11,235	Hyroid gears adopted first time for automobiles
1927	32,290	526, 533, 443 $2285, $2685, $4950	11,305	Packard Proving Grounds completed
1928	48,117	626, 633, 640, 645 $2435, $2735, $3750, $5785	13,409	Packard engines hold more world records for air, land and water than any other one make in world
1929	*52,481	726, 733, 740, 745 $2375, $2675, $3585, $4985	13,567	Prince Geo. Bibesco, Roumania, with Packard, conquers Sahara desert
1930	28,092	826, 833, 840, 845 $2385, $3795	10,743	Packard A-1 goes to Lehigh University, alma mater of J. W. Packard
1931	13,072	901, 902, 903, 904 $2485, $2685, $3845, $4150	9,062	Windsor, Ontario plant opened. King Alexander buys six more Packards for personal use
1932	7,830	900, 901, 902, 903, 905 $1750, $2250, $2685, $3245, $3745	8,636	150 H. P. Packard Twelve introduced
1933	9,539	1001, 1002, 1003, 1004, 1005, 1100, 1101, 1103, 1104, 1107 $2150, $2385, $2750 $2975, $3880, $2350, $2585, $2950, $3255 $3960	5,317	$2,000,000.00 driveaway, biggest in history of industry
1934	5,818	1200, 1201, 1203, 1204, 1207, 1208 $2385, $2585, $2990, $3170, $3960, $4950	6,779	M. M. Gilman made general manager. Plant completely rearranged for manufacture of new car in $1000 price class
1935	52,256	120, 1400, 1401, 1403, 1404, 1405, 1407, $1060, $2385, $2585, $2990, $3170, $3960	9,684	Packard One Twenty creates sensation at its announcement. Production increases 400% over previous year
1936	80,699	115-C, 120-C, 120-C DeLuxe, 1500, 1501, 1506, 1507, $910, $1060, $1270, $2335, $2535, $3490, $3560	13,112	Packard Six, lowest priced Packard ever offered, is introduced

*Fiscal year changed to correspond with calendar year. In four months' interim period production—14,902.

Pierce-Arrow

Year	Model	Total Production	Model and Price		Milestones
1901	Motorette	25	$ 850	1-cyl., 2¾ H. P.	The George N. Pierce Co., Buffalo, N. Y., where it had been producing bicycles, announced the Pierce Motorette.
1902	Motorette	150			Pierce Motorettes won blue ribbon, ACA endurance run and blue ribbon, Long Island Auto Club Endurance Run.
1903	Touring	297	1250	2-cyl., 15 H. P.	Won gold medal, New York to Pittsburgh endurance run.
1904	Touring	386			Won gold medal, Mt. Washington Hill Climb; Grand Prize, Louisiana Purchase Exposition, St. Louis.
1905	Limo. Tour.	305	5000 4000	4-cyl., 28 H. P.	Pierce-Arrow wins Glidden Tour. First cast aluminum body.
1906	Limo. Tour.	702	5000 4000	4-cyl.	New factory built on Elmwood Avenue, Buffalo, N. Y., 43½ acres of ground, near Buffalo. Pierce-Arrow wins the Glidden Tour and the Herkomer Contest, Germany.
1907	Limo. Tour.	1,004	5000 6500	4-cyl.	Pierce-Arrow again wins the Glidden Tour.
1908	Limo. Tour.	682	6250 6500	6-cyl.	Pierce-Arrows win the Glidden Tour, Hower trophy, Algonquin Hill Climb and Chicago Motor Club 1000 mile reliability run.
1909	Limo. Tour.	1,365	6200 6000	6-cyl.	Major additions to factory buildings increase size to 1,500,000 sq. ft. floor space. Won the Glidden Tour of 2,637 miles, won the Hower trophy. Improvements and refinements include dual ignition, electric lights, interior ventilation, air starters, power tire pumps.
1910	Limo. Tour.	1,870	6200 6000	6-cyl.	
1911	Limo. Tour.	2,244	6100 6000	6-cyl.	Pierce builds its first trucks. First models 5 ton capacity.
1912	Limo. Tour.	2,430	6100 6000	6-cyl.	
1913	Limo. Tour.	2,170	7100 6000	6-cyl.	Pierce builds first 2 ton truck.
1914	Limo. Tour.	2,183	7100 6000	6-cyl., 66 H. P.	The fender headlamps first appear on Pierce-Arrow in 1914. First hint of streamlining in body design of 1916. 1916-18 devoted practically all energies to production of cars and trucks for war service. Electric starters used from 1915 onward.
1915	Limo. Tour.	4,665	7200 6000	6-cyl., 66 H. P.	
1916	Limo. Tour.	4,623	7200 6000	6-cyl., 66 H. P.	The fender headlamps first appear on Pierce-Arrow in 1914. First hint of streamlining in body design of 1916. 1916-18 devoted practically all energies to production of cars and trucks for war service. Electric starters used from 1915 onward.
1917	Limo. Tour.	—	7800 6500	6-cyl., 66 H. P.	
1918	Limo. Tour.	8,638	7800 6500	6-cyl., 66 H. P.	
1919	Limo. Tour.	5,865	7800 6500	6-cyl., 66 H. P.	
1920	Limo. Tour.	4,242	9050 7750	6-cyl., 48 H. P.	
1921	Limo. Tour.	2,172	8250 6500	6-cyl., Mod. 33	All cars built with left hand drive after 1921. Began producing practically all cars of the closed "sedan" type. Four wheel brakes standard in 1925. Straight 8 replaces the "six" in 1929.
1922	Limo. Tour.	2,693	8250 6500	6-cyl., 38 H. P.	
1923	Limo. Tour.	3,750	7000 5250	6-cyl., 38 H. P.	
1924	Limo. Tour.	4,624	7000 5250	6-cyl.	
1925	Limo. Tour.	7,522	7000 5250	6-cyl.	
1926	Limo. Tour.	7,246	5875 5875	6-cyl., Series 36	All cars built with left hand drive after 1921. Began producing practically all cars of the closed "sedan" type. Four wheel brakes standard in 1925. Straight 8 replaces the "six" in 1929.
1927	Limo. Tour.	6,786	5875 5875	6-cyl., Series 36	
1928	Limo. Tour.	6,489	4250 3750	8-cyl., 143" W.B.	
1929	Limo. Tour.	10,347	4250 3750	8-cyl., 143" W.B.	
1930	Limo. Tour.	6,922	4685 3975	8-cyl., Series H	
1931	Limo. Tour.	4,210	4985 4275	8-cyl., Mod. 41	V-12 motor developed and marketed in 1931. Hydraulic valves first used in 1932. First all steel domed top used on a motor car in the Silver Arrow of 1933. Pierce-Arrow in 1933, driven by Ab. Jenkins at Salduro, Utah, breaks 14 world records in one day and breaks 3000 mile record in slightly over 25 and one-half hours.
1932	Limo. 7 Sedan	2,241	4800 4535	12-cyl., Mod. 52	
1933	Limo. 7 Sedan	1,955	4800 4535	12-cyl., Mod. 1247	
1934	Limo. 7 Sedan	—	4495 4295	12-cyl., Mod. 1248	
1935	Limo. 7 Sedan	1,071	4495 4295	12-cyl., Mod. 1255	De Luxe 14 passenger coach makes its debut.
1936	Limo. 7 Sedan	—	4995 4795	12-cyl., Mod. 1603	300 H. P. brakes, 150 and 185 H. P. motors, automatic fourth speed forward, perfected road lighting, perfected balance, automatic starting, and a new steering geometry.

Pontiac

Early History

1885-1908 Pontiac had its start as a side line of the Pontiac Buggy Co., organized in 1885, which continued the manufacture of buggies through the first year after the organization of the Oakland Motor Car Co.

1907 Organization of Oakland Motor Car Co.
First 2-cylinder car manufactured.

1908 First 4-cylinder Oakland.
Winner of numerous hill-climbing events.

1909 Oakland Motor Car Co. acquired by General Motors Corp.

1913 First 4-cylinder Oakland car with self-starter.

1916 First low-price production of 5-cylinder automobile.

1917 Full pressure engine lubrication in low-price production field.

1922 Model 6-44 Oakland named "Economy King" in Los Angeles-Curry Economy Run.

1923 First automobile to use Duco finish, perfected full automatic distributor and indirect lighted instrument panel.

1925 Developed internal pivoted type Harmonic Balancer.
First use of 20-inch wheels.
Developed and patented pressed steel timing gear cover.
Developed and patented oil pump and distributor drive.

The production of Oakland cars up to the introduction of Pontiac in the year 1926 was 378,347 cars.

Pontiac—Cont'd.

Year	Model	†Total Sales to Dealers	Models and Prices	Factory	Employes	Milestones
1926	6-Cyl. Pont. 6-Cyl. Oak.	77,134 58,537	3 Mod. $825 to $895 7 Mod. $975 to $1295	Pontiac Pontiac	5,996	First Pontiac car manufactured as companion car to Oakland. Introduced to public—New York Automobile Show Jan. 9, 1936. Developed and patented rubber engine mounting foot control for headlight beams and safety drive for distributor.
1927	6-Cyl. Pont. 6-Cyl. Oak.	140,791 53,992	6 Mod. $745 to $795 7 Mod. $1025 to $1295	Pontiac Pontiac	7,403	Completion of most modern automobile factory, costing $30,000,000. Adopted A.C. engine driven fuel pump. Cross flow-radiation. Development of 4-bearing engine.
1928	6-Cyl. Pont. 6-Cyl. Oak.	214,534 45,724	9 Mod. $745 to $875 8 Mod. $1045 to $1265	Pontiac Pontiac	9,224	First to adopt spring covers on 100% production. Developed and patented piston pin with aluminum plugs, eliminating rattle. Completion of $5,000,000 foundry. Developed 4-point rubber mounting. Developed combination Harmonic Balancer and crankshaft pulley.
1929	6-Cyl. Pont. 6-Cyl. Oak.	193,622 30,826	7 Mod. $745 to $895 9 Mod. $1145 to $1375	Pontiac Pontiac	10,209	Developed and patented water pump by-pass for V-8 motor. Developed and patented mounting of power plant on neutral axis.
1930	6-Cyl. Pont. V-8 Oak.	70,564 21,943	7 Mod. $745 to $875 7 Mod. $1025 to $1195	Pontiac Pontiac	6,030	Developed and patented tin plated pistons; also pressed steel axle housing. First to introduce V-8 motor on low-price car.
1931	6-Cyl. Pont. V-8 Oak.	79,584 12,020	6 Mod. $675 to $785 6 Mod. $895 to $1055	Pontiac Pontiac	5,828	Developed radiator grill of pressed steel. Developed and patented uniform weight and center of gravity connecting rod. Discontinued manufacture of Oakland car.
1932	6-Cyl. Pont. V-8 Pont.	48,926	6 Mod. $635 to $795 6 Mod. $845 to $1025	Pontiac Pontiac	4,258	Introduced Pontiac V-8 model as companion to 6-cylinder car. Developed gusher valve cooling.
1933	Straight 8 Pont.	88,363	7 Mod. $585 to $695	Pontiac	4,450	Pontiac on Dec. 28, 1932, introduced the lowest priced Straight 8. Developed theft-proof gasoline tank filler neck. H. J. Klingler became Pres. and gen. Mgr. of Pontiac Motor Co.
1934	Straight 8 Pont.	82,158	7 Mod. $675 to $805	Pontiac	4,697	Introducing Silver Streak—new and distinctive styling mode. Adopted Dubonnet knee-action. Introduction of 650 h.p. hydraulic brakes.
1935	Std. 6 Pont. De Luxe 6 Pont. Str. 8 Pont.	178,083	6 Mod. $615 to $745 8 Mod. $675 to $795 8 Mod. $730 to $860	Pontiac Pontiac Pontiac	6,052	Millionth Pontiac car manufactured. Two 6-cylinder cars introduced as companions to low-price Straight 8. Pontiac adopted Turret Top (all steel) Fisher body.
1936	Master 6 Pontiac De Luxe 6 Pontiac Straight 8 Pontiac	180,283	7 Model $615 to $760 7 Model $665 to $795 7 Model $730 to $840	Pontiac Pontiac Pontiac	6,711	Pontiac reopened foundry. Newly equipped and reopened rear axle plant. Official price class economy champion—Los Angeles-Yosemite Valley run 23.9 miles per gallon. Adopted sealed cooling system. Opening of assembly plant at South Gate, Los Angeles, Calif.

†Figures from GM Annual Report.

Studebaker

1835—The first Studebaker wagon ever built was completed by John Studebaker, father of the Studebaker Brothers, in 1835. It was in this wagon that the original Studebaker family trecked west.

1850—Henry, aged 24, and Clem, aged 19, two of the Studebaker brothers, arrived in South Bend, Indiana, in 1850.

1852—Henry and Clem Studebaker established the firm of H. & C. Studebaker, blacksmiths and wagon builders, with a capital of $68 and two forges. They built three wagons the first year.

1856—The firm of H. & C. Studebaker produced the first Studebaker carriage.

1858—J. M. Studebaker joined the firm and invested $8,000 fresh capital.

Year	Sales	Employes	Milestones
1868	$ 360,619	140	Studebaker Bros. Mfg. Co. was organized in Mar. 20, 1868, with a capital of $75,000.
1870	556,212	305	Business had grown so rapidly that the first branch was opened at St. Joseph, Mich., and stocked with wagons.
1874	761,116	550	First large four-story factory built which was destroyed the same year by fire.
1876	996,846	700	Factory was rebuilt on a modern scale.
1885	1,637,561	1,200	Manufacture of harness, sprinklers, flushers, sweepers and dump wagons was undertaken on an extensive scale.
1897	2,785,225	1,750	In spring of this year company began experimenting with a "horseless vehicle," as it was described in the minutes of the directors of May 12.
1899	3,995,519	2,000	Began building bodies for electric runabouts made by another company.

Year	Model and Price	Sales	Employes	Milestones
1902	Open Stick Seat Electric Runabout..$ 950 Open Panel Seat Electric Runabout. 950 Open Electric Trap..... 1,000 Open Electric Stanhope..... 1,075 Electric Stanhope with Close Top.... 1,150	$4,083,000	2,500	Launched into the building of electric runabouts, and trucks, of which about 20 were sold that year.
1903	Open Stick Seat Electric Runabout.. 950 Open Panel Seat Electric Runabout. 950 Open Electric Trap..... 1,000 Open Electric Stanhope..... 1,075 Electric Stanhope with Close Top.... 1,150	4,695,188	3,000	Sold 1,841 up to 1912 when discontinued electric machines.
1904	Model C Touring Car with Top..... 1,750	4,839,520	3,400	Began building gasoline propelled automobiles. Built 2,481 passenger cars and trucks in next seven years.
1905	No. 9502 without Top..... 1,250	5,226,540	4,000	
1906	F-28 with Top..... 3,000	6,818,929	4,400	
1907	16 Touring with Cape Top..... 4,000	7,827,571	5,200	
1908	Model A with Cape Top..... 3,650	5,959,790	4,800	Everitt-Metzger-Flanders Co. was incorporated under the laws of Michigan Aug. 4, 1908. Company organized to manufacture medium priced gasoline-propelled automobiles. Studebaker obtained certain exclusive rights to sell the product to be known as Studebaker—E.M.F. cars.
1909	Model D Touring with Cape Top.... 4,150	9,507,915	6,000	
1910	E.M.F. Series B with Cape Top..... 1,325	9,603,661	8,000	Studebaker acquired complete ownership of Everitt-Metzger-Flanders Co.

Year	Model	Price	Sales	Employes U S Only	Milestones
1911	4-pass. Tourbt., cape top	$3650	22,555	9,148	Studebaker Corp. formed to take over Studebaker Bros. Mfg. Co. and Everitt-Metzger-Flanders Co. A. R. Erskine joined corporation. Production of electric vehicles discontinued. Entire production concentrated on medium priced gasoline cars
1912	E.M.F. 30 Tour.	$1100	28,523	8,862	Extensive additions to manufacturing plants; 90,000 cars in hands of owners under names of EMF, Flanders, Garford. First cars with "Studebaker" name-plate produced. 45,000 of prior models request new "Studebaker" radiator emblem
1913	"25" Tour. "35" Tour "35" Sed. type "6" Tour.	$885 $1290 $2050 $1550	35,410	9,749	First to produce a 6-cylinder car selling for less than $2,000. Aggressive cultivation of foreign markets gets under way

(Continued on Page 24)

Everybody's happy!

"In twenty-five years we have known of no automobile receiving the universal public acceptance that the Willys has. *Owners one hundred percent satisfied.*"
Woodward Motors, Inc.
Minneapolis

"Have signed over one hundred new dealers since new Willys introduced. Factory cooperation has been splendid. Dealers report substantial net profits."
A. W. Pickett, Inc.
New York City

"Willys franchise the *biggest innovation for profit possibilities* since days of Model T. Dealers demanding cars daily to the extent of two or three times deliveries."
Lakeside Motors, Inc.
Milwaukee

"We prize our Willys Franchise highly. The product is good and the *profit possibilities are excellent.* Public acceptance beyond our expectations."
Winerich Motor Sales Co.
San Antonio

THE YEAR'S HIT—WITH DEALERS AND THE PUBLIC—THE NEW WILLYS

"Since the purchase of my Willys car January 31, I have driven 4,000 miles and have averaged 34 miles to a gallon of gasoline. I am convinced that Willys is the real car for a young man to own."
Chris Margraf, Jr.
Bay City, Michigan

"I have driven all the low-priced cars . . . Willys is the only car that fulfills all its claims."
Magdalene Doelling
Chicago

"After driving 3500 miles in the city and on trips, I have averaged around 33 miles to a gallon of gasoline. The roominess and comfort afforded by this car is itself a feature which makes me a most satisfied owner."
Gilbert J. Straub
Dearborn, Michigan

OWNERS REPORT UP TO 35 MILES PER GALLON!

DeLuxe Sedan—Actual Photograph
Prices and specifications subject to change without notice.

Highly desirable open territories still available. Write for full franchise details. Willys-Overland Motors, Inc. Toledo, Ohio.

Willys

Half THE GAS .. *twice* THE SMARTNESS

Chronological Histories of American Car Makers

Studebaker—Cont'd.

(*Continued from Page 22*)

Year	Model	Price	Sales	Employes U S Only	Milestones
1914	6 Tour. with top 6 Sed. 4 Tour. with top	$1575 $2250 $1050	35,460	7,934	Transfer of increasing volume of automobile manufacturing from Detroit to South Bend proves success, both in respect to the quality of the work and economies in cost
1915	4 Tour. with top 6 Tour. with top	$985 $1385	46,845	8,918	A. R. Erskine began his long term as president. Million dollar plant extension. Sharp reduction in car prices, accompanied by increase in size and quality "in conforming with our policy of giving the public the benefit of savings." Produced considerable war material for French and Russian governments
1916	4 Tour. with top 6 Tour. with top 6 7-pass. Sed.	$845 $1050 $1675	65,885	12,509	Discontinued producing war orders for foreign governments on account of huge domestic business
1917	4 Tour., Series 18 6 Tour., Series 18 6 Tour. Sed.	$940 $1180 $1700	42,357	9,444	Inventors of, and first to use internal U. S. manifold hot spot. Plants placed at disposal of government in February for war use. South Bend plant additions costing over $2,000,000
1918	light 4 Tour. light 6 Tour. big 6 Tour.	$895 $1295 $1695	23,884	9,156	War activities forced sharp curtailment of automobile production but the year saw further substantial increases in plant capacity
1919	light 4 Tour.-SH light 4 Sed. light 6 Tour.-EH light 6 Sed. 7-pass. 6 Tour.	$1125 $1685 $1585 $2185 $1985	39,356	9,842	First to use a cord tire on a car selling for less than $2,000. Manufacturing of horse-drawn carriages discontinued to make room for production of closed automobile bodies. Plant and property increased by over $8,000,000
1920	spl. 6 Sed.	$2685	51,474	11,995	Studebaker Light Six started production. Farm wagon business discontinued. Sales and profits exceeded all past records
1921	spl. 6 Sed. light 6 Sed.	$2750 $2150	66,643	10,632	Molybdenum steel patented and first used by Studebaker. Studebaker still receives a large annual royalty on this formula
1922	light 6 Sed.	$1750	110,269	14,229	First to cast 6-cylinder engines en bloc. Further increases in plants bring capacity to 150,000 cars annually. Over 400,000 Studebaker cars now in operation
1923	light 6 Sed.	$1550	145,167	17,097	Public paid more money for Studebaker automobiles in a single year than for Studebaker horse-drawn vehicles and harness in the 65 years since the founding of the business. Manufacturing capacity increased 260 per cent in the past five years
1924 1925	light 6 Sed. std. 6 Sed.	$1485 $1545	110,240 134,664	18,910 21,971	Big new iron foundry—690x722 feet—put into operation. Paul G. Hoffman, now president, came from his Studebaker distributorship at Los Angeles to act as vice-president in charge of sales
1926	std. 6 5-pass. Sed.	$1395	111,315	21,191	Harold S. Vance, now chairman of the board, who came with Studebaker as a mechanic's helper and rose through the ranks, became vice-president in charge of engineering and production. Erskine Six introduced. New engineering and research building and laboratory finished and 800 acre proving ground bought and equipped. Sales training courses established. First large manufacturer to use all-steel body construction
1927	std. 6 5-pass. Sed. Erskine 6 Tourer	$1230 $945	116,740	19,278	Studebaker Diamond Jubilee Year. Dictator and Commander Sixes and President Eight produced. Four fully equipped Studebaker stock cars began series of sensational performance and endurance records under sanction and supervision of American Automobile Assn. 25,000 miles in less than 25,000 minutes, breaking all speed records from 1 to 25,000 miles and from 1 hour to 16 days. First to use chromium plating
1928	Dictator Sed. Commander Regal Sed. President 8 Erskine Club Sed.	$1195 $1495 $1585 $795	142,696	20,365	All manufacturing and engineering operations concentrated in South Bend. Studebaker acquired controlling interest in Pierce-Arrow. Studebaker cars established 160 official endurance and speed records. Studebaker pioneered fuel pumps. Experimental work started on independent front wheel suspension
1929	Dictator Sed. Commander Sed. President 8 Erskine Regal Sed.	$1265 $1525 $1785 $945	107,653	18,137	Studebaker first to use hard-rubber, steel-cored steering wheels
1930	Dictator 6 Sed. Dictator 8 Club Sed. Dictator 8 Sed. Comdr. 8 5-pass. Sed. Comdr. 8 7-pass. Sed. Erskine Club Sed.	$1165 $1195 $1265 $1515 $1625 $895	67,269	11,733	Carburetor silencer developed and introduced by Studebaker. Free wheeling introduced by Studbaker. Studebaker also pioneered full-power mufflers and valve spring dampers, and first to use helical gears in transmission, making the "silent second" possible. New line of trucks and commercial cars developed. Name of Erskine car changed to "Studebaker Six"
1931	8 Sed. Dictator 8 Sed. Comdr. 8 4-pass. Sed. Comdr. Regal 5-pass. Sed. President Sed.	$995 $1150 $1585 $1785 $1850	58,202	10,289	Rockne Motors Corp. formed as Studebaker subsidiary. Rockne Six introduced. First automobile manufacturer to use steel-backed main bearings Automatic ride control, automatic starting, steel artillery wheels and drop center rims were used for first time
1932	6 Sed. Dictator 8 Sed. Commander 8 Sed. President 8 Sed. Rockne Sed.	$890 $1030 $1075 $1690 $735	49,868	10,479	
1933	6 Sed. Commander 8 Sed. President 8 Sed. Rockne 6 Sed.	$915 $1075 $1385 $635	48,287	6,840	The transfer of Rockne manufacturing operations to South Bend completed
1934	Dictator 6 Sed. Commander 8 Sed. President 8 Sed.	$695 $895 $1095	51,682	7,564	Planar front wheel suspension introduced. First to use Lead bronze connecting rod bearing
1935	Dictator 6 Sed. Commander 8 Sed. President 8 Sed.	$795 $805 $1330	54,649	6,332	Paul G. Hoffman elected president and Harold S. Vance chairman of the board. Complete new line of passenger cars and trucks introduced with spectacular success—priced to attract attention of obvious value. Cab-forward trucks introduced—first in low price field
1936	Dictator 6 Sed. President 8 Sed.	$725 $1015	91,999	7,480	This year marks the sharpest increase in Studebaker business in the corporation's history. Studebaker passenger car increase, 71.5 per cent; truck increase, 26.5 per cent; total increase, 68.4 per cent. This year also marks the addition of an unusual number of dealer accounts totaling 1,042.

Total Sales—1868 to date—$2,247,392,885

White

Year	Total Production	Model and Price	Factory	MILESTONES
1836				Thomas H. White, founder of the company which developed into the White Motor Co., born at Phillipston, Mass.
1857				White, working in a New England chair factory experimented in his spare time with a sewing machine.
1859				White was granted patents on his sewing machine, a small hand propelled affair with a single thread stitch.
1863				White's sewing machine factory moved to Orange, Mass.
1866				White moved his factory to Cleveland.
				Thomas H. White's eldest son, Windsor T. White, later chairman of the board and president of the White Motor Co., was born.

White—Cont'd.

Year	Total Production	Model and Price	Factory	MILESTONES
1876				White Sewing Machine Co. organized with capital stock of $100,000.
1880-1898			Canal Street	Walter C. White, president of the White Motor Co. during its years of greatest expansion, born, Sept. 8. White Sewing Machine Co. diversified its products; first, automatic factory machines, then roller skates, the company's earliest connection with highway transportation—finally, bicycles and parts.
1894			Canal Street	Production of White bicycles reached 10,000 a year.
1899			Canal Street	Rollin White, son of Thomas H., invented the automobile flash boiler. At annual meeting of Board of Directors July 3, it was decided "that the factory management be authorized to take steps through investment and experiment toward the manufacture of automobiles.
1900			Canal Street	First White Stanhope, a steam car, earliest bearer of the White name in the automotive field built. In its first track race at Detroit a White won the mile in 1 minute and 49 3/5 seconds.
1901			Canal Street	Production of White cars reached three a week. Work started on first White 5-ton steam truck.
1902			Canal Street	First heavy duty (5-ton) White truck delivered to a customer.
1902-1906			Canal Street	The era of "cross-country" races, sealed bonnet, marathon, and Glidden Tours. In all these early contests designed to prove automotive speed and dependability over the "horse and buggy" roads of the era, White won more prizes than any other make.
1904			Canal Street	Ten Whites won certificates in the notable New York to St. Louis tour, the longest run up to that time.
1905			Canal Street	The only automobile permitted in the Roosevelt inaugural parade was a White driven by Walter C. White, later president of the company. "Whistling Billy," famous White racer driven by Webb Jay, lowered the world's speed record for a mile to 48.3 seconds on July 4. A White, driven by Walter C. White, was first in 43 hours and 36 minutes in a road race from Chicago to St. Paul.
1906			Canal Street	Production of White cars reached 1,500 during the year—more than twice as many as any other make—and a new company, the White Co., was organized separate from the sewing machine company.
1907	1,113		842 E. 79th	Osaka Jidosha, Japanese bus company, operated fleet of 29 White buses. The industry's first warning against "orphan" cars was sounded in a White ad.
1908	1,024		842 E. 79th	New York City, now operating the largest municipal truck fleet in the world, including 2,000 Whites, bought its first White ambulance.
1909	1,397	GA Tour. & Runabout $1,800	842 E. 79th	A White stock car, driven by Walter C. White, won the famous Ft. George, N. Y., hill climbing contest. White Co. brought out its first gasoline car.
1910	2,189	GA Tour. & Runabout $2,000	842 E. 79th	White Co., Ltd., an Ontario company, was organized to do business in Canada. The first 3-ton White gasoline truck was exhibited at the New York automobile show.
1911	3,170	GAB $2,000	842 E. 79th	W. & J. Sloane Co., New York City, purchased eight White trucks followed shortly by an order for five more—the first White truck fleet of 10 or more. White truck sold City of Cleveland still in operation after more than 1,000,000 miles of service. It helped clear the ground for the Great Lakes Exposition.
1912	2,810	GTA-GTB $2,000	842 E. 79th	The city authorities of Fort Wayne, Ind., requiring all other truck manufacturers to give a bond as to the quality of their products, excused the White Co. The resolution was passed making their explanation, ". . . because the reputation of the White Co. is a sufficient bond for the quality of its product."
1913	2,912	GE-GBE-GBBE $2,100 to $4,500	842 E. 79th	Ten 3-ton Whites arrived at Libau, Russia, Jan. 10 for Russian war department—largest foreign order ever placed for American trucks. United States Post Office department bought its first motor trucks—twenty ¾-ton Whites. First White bus went into service in a national park, Yosemite. Today White bus fleets are the standard transportation in all these natural fairylands of the West.
1914	3,594	GBE $2,100 to $4,500	842 E. 79th	Thomas H. White died. White buses in regular service were climbing the Andes Mountains in South America to a height of 17,000 feet.
1914		GAD-GF $2,100 to $4,500	842 E. 79th	September. S. W. Cashner became White's dealer in Canton, Ohio. At the present time he is the oldest White dealer in point of service. European war started. France ordered 600 Whites, largest single order for trucks placed up to that time.
1915	7,723	GBE-GBBE $2,100-$4,500	842 E. 79th	A White truck safely sped the Liberty Bell on part of its way from Philadelphia to San Francisco's Panama Exposition. White Motor Co. articles of incorporation filed with Secretary of State, Dec. 23.
1916	5,852	GBE-GBBE $2,100-$4,500	842 E. 79th	M. B. Johnson elected chairman of the board; Windsor T. White, president, on April 22. First White Roll Call was prepared listing owners of 10 or more Whites. Eighty-six owners of 2,538 Whites were listed. Letters of patent issued the White Co., Ltd., to do business in Canada as a Dominion company.
1917	6,864	GBBE-GAF $2,300-$5,000	842 E. 79th	
1918	10,479	GBBE-GAF $2,300-$5,000	842 E. 79th	Manufacture of White passenger cars discontinued to permit concentration on trucks and buses exclusively. America entered the war. U. S. War department adopted the 2-ton White as the Class A standard of the Army; the ¾-ton White ambulance as the standard for the Marine corps. White published famous war-time advertisement, "The Road to Berlin Begins in America." A White truck, fully loaded, went from Boston to San Francisco in 20 days, negotiating the roughest roads. French government awarded Croix de Guerre to first and second groupements of the Army, operating 2,500 White trucks.
1919	11,289	15-20-TBC-TJ $2,400 to $5,000	842 E. 79th	
1920	12,413	$2,600 to $5,000	842 E. 79th	
1921	6,727	$2,400 to $4,500	842 E. 79th	Walter C. White elected president of the White Motor Co. and its subsidiaries, May 7.
1922	8,217	$2,400 to $4,500	842 E. 79th	
1923	10,740	$2,400 to $4,500	842 E. 79th	
1924	9,478	$2,400 to $4,500	842 E. 79th	Russian Soviet government awarded White Major Award Trophy, won by a Model 51 in international reliability and endurance tests.
1925	11,933	$2,150 to $4,500	842 E. 79th	Records show 6,019 Whites still in service after 100,000 miles of operation. "A Quarter Century of White Transportation" published in which the following White "firsts" were noted: first to standardize on the dual valve, streamline body, left-hand drive, mono-bloc engine, steel wheels and later double reduction gear drive for heavy duty trucks.

(*Continued on Page 26*)

620%

THAT'S THE INCREASE IN PONTIAC DEALER PROFITS SINCE 1934

"Everything points to the Pontiac Franchise as

THE BEST BET OF THE YEAR"

LARGER SLIDING SCALE DISCOUNTS

RECORD DEALER PROFITS

PROTECTED TERRITORY • THE "HOT LINE" OF 1937

"LIVE AND LET LIVE" POLICIES

GENERAL MOTORS BACKING

Better than the astonishing story of Pontiac's industrial expansion . . . better even than the remarkable success stories of individual dealers, that unadorned figure—620%—indicates how far Pontiac has come in three years. What is more important, it indicates more strongly than anything else could, the *direction* Pontiac is taking—growing at a pace that is amazing even in this era of industrial miracles, *and sharing the proceeds of this growth with dealers every step of the way.*

Make no mistake about it, this is no mushroom growth. It is *planned* progress, in which each new expansion is carefully considered for its permanent possibilities. It is progress brought about by fulfilling a definite public need. It is progress firmly rooted in the good earth of honest manufacturing and honest dealing with Pontiac buyers and Pontiac dealers.

That is why the Pontiac franchise appeals so strongly to able, energetic business men seeking a short but certain road to success. Fast as it is, Pontiac's progress is completely controlled and carefully directed. Permanence and profits are of equal concern to the management. If that typical Pontiac attitude and the liberal provisions of the Pontiac franchise interest you, you are invited to write to C. P. Simpson, General Sales Manager, Pontiac Motor Division, General Motors Sales Corporation, Pontiac, Michigan, for more direct evidence of what Pontiac offers in the way of opportunity. Naturally, your communication will be regarded as strictly confidential.

America's Finest Low-Priced Car!

Chronological Histories of American Car Makers

White—Cont'd.

(*Continued from Page 24*)

Year	Total Production	Model and Price	Factory	MILESTONES
1926	12,173		842 E. 79th	35,755 Whites on new roll call of 10 or more. Fleet owners increased to 961. New 6-cylinder White Model 54 bus was shown at American Electric Railway Assn. annual convention. Pennsylvania-Ohio Electric Co., operating 109 White buses, awarded American Electric Railway Assn.'s Coffins prize. Third White fleet owner up to that time to receive this achievement award. White engineering building enlarged by 24,000 sq. ft. addition.
1927	10,054		842 E. 79th	Concrete mixers appear on White heavy duty trucks on Pacific coast and are hailed as a revolutionary development in the construction field. New York City bought 126 Whites, increasing its fleet to 1072. 11,256 Whites still in service with records of 100,000 miles and more. Walter C. Teagle of New York and R. W. Woodruff of Atlanta named members of the White executive committee.
1928	9,200	15B-50B-51-54-59-60-65 $1,545 to $8,000	842 E. 79th	1,220 firms operated fleets of 10 or more White trucks and buses, representing a grand total of 43,241 Whites, an investment of more than $160,000,000. Smithsonian Institution put on permanent exhibit first White truck. 14,637 Whites still in service had records of over 100,000 to 500,000 miles.
1929	9,216	15B-50B-51-54-59-60-65 $1,545 to $8,000	842 E. 79th	New Roll Call listed 1,311 owners of White trucks and buses, operating a total of 46,511 Whites. 17,865 Whites still in operation with from 100,000 to 500,000 miles to their credit. President Walter C. White died Sept. 29 of injuries sustained in an automobile accident. Robert W. Woodruff, president of Coca-Cola Co., elected president of the White Motor Co. and its subsidiaries.
1930	6,147	15B-20A-160-210-61-52T-58S-59 $1,545 to $8,000	842 E. 79th	Roll Call listed 1,408 owners of fleets of ten or more Whites, totaling 49,250 trucks and buses. Gulf Refining Co. bought 100 Whites of various models, increasing its fleet to 2,336 Whites. 25-year-old White steamer made 1000-mile trip under own power from Cleveland to French Lick, Ind., and return, attending the 25th anniversary meeting of the S.A.E. White club coach exhibited on board-walk at Atlantic City week of American Railway Assn. 21,872 White trucks and buses had covered 100,000 miles or more and were still in daily service.
1931	3,620	161-60K-601-602-611-212-56-51A $1,700 to $8,000	842 E. 79th	A. G. Bean elected president of the White Motor Co. and its subsidiaries succeeding Robert W. Woodruff. Twenty-first annual roll call listed 1,483 owners of 10 or more White trucks and buses, a total of 50,481 Whites. White opens factory in Montreal for building trucks and buses for the Canadian market. White adopted screwed-in and dowelled stellite exhaust valve seats—its own developmnt for which patents were subsequently granted. New York City bought 774 heavy duty Whites, the largest heavy duty order ever placed up to this time.
1932	3,880	161-60K-601-162-602-211-212-611-612-613-54-54A-65-65A $1,700 to $8,000 Indiana base price $885	842 E. 79th	President Bean announced agreement with Indiana Motors Corp. for White to sell Indiana trucks. 435 heavy duty Whites sold the Post Office department at Washington, D. C. 18 White buses replaced street cars in Battle Creek, Mich. Studebaker Corp. acquired 95.11 per cent of White Motor stock. Later, upon reorganization of Studebaker, this stock was distributed to creditors of the Studebaker and Rockne corporations, releasing White from all connection with Studebaker.
1933	4,267	701-702-60K-611-618-65A-54A-684-685 $1,085 to $16,000 Indiana base price $975	842 E. 79th	The combined sales of White, Studebaker, Pierce-Arrow, and Indiana trucks for the year 1932 was announced at $13,578,000, a dollar volume exceeding that of any other lines of trucks except Ford and Chevrolet. New 12-cylinder "pancake" engine White City Coach announced. White Motor Co. won first place in the National Safety Council's report of the accident injury rate for 1932 for the entire automotive industry. White introduced K series of trucks designed to carry more of the weight of payload and body on the front axle.
1934	6,724	701-702-600 series 600K series, 613-65-54-54A-684-685 $1,085 to $16,000. Indiana base price $1,025	842 E. 79th	April was the White Co.'s biggest month in 14 years, the third largest in White history with 1,647 orders and 775 deliveries. Factory installed overhead assembly line for White city coaches. White introduced undersiung power in heavy duty trucks.
1935	6,820	600-700 series 613-713-65-54-54A-684-685-686 $1,085 to $16,000. Indiana base price $1,025	842 E. 79th	Robert F. Black assumes office as president of the White Motor Co., May 1. A. G. Bean, chairman of the board and former president of the White Motor Co., died July 13. New York City district secures largest bus order ever placed, 125 White Model 706's from Childrens' Bus Service, Inc., New York City. J. N. Bauman made vice-president in charge of sales; W. S. Scarles, secretary; F. M. Bender, vice-president and general manager.

White—Cont'd

Year	Total Production	Model and Price	Factory	MILESTONES
1936	11,495	700-800-900 series. 54-65-684-686-706M $985 to $12,500 Indiana base price $695	842 E. 79th	February. World's largest coal trucks, a fleet of Whites owned by the Binkley Coal Co. at Seeleyville, Ind., began operations. White streamlined its heavy duty models and now offers a complete line of streamlined trucks and buses, styled by Count Alexis de Sakhnoffsky. White introduced Dream Coach of 1950 at Great Lakes Exposition in Cleveland in June. Robert C. Lee elected treasurer, H. P. Thornton comptroller and W. R. Spiller named chief engineer. B. & O. R. R. took delivery of 20 ultra-modern streamlined White city coaches for service between B. & O.'s terminal in Jersey City and its 14 stations in New York City.

Willys-Overland

1903 First Overland car, a runabout, produced by Overland Motor Car Co., at Indianapolis, where company used shed 80 x 300 feet as factory.

1907 Overland Motor Car Co. saved from receivership when John N. Willys, a dealer at Elmira, N. Y., supplied cash to meet payrolls as nation faced money panic. December.

1908 Company reorganized by John N. Willys, who became president, treasurer, sales manager and purchasing agent. Company built 465 cars and had a net worth of $58,000 at end of year.

1909 Company built and sold 4,000 cars. Total business over $5,000,000 with net profit of $1,000,000. Company had $600,000 cash in bank at end of year. Pope-Toledo plant at Toledo, O., purchased for $285,000 and new assembly building 600 feet long, 90 feet wide and three stories high, constructed.

Total Car Sales, 2,635,549; Total Business, $1,993,996,607

Year	Total Sales	MILESTONES
1913	33,458	Charles Y. Knight, an American, invented a new type of motor, known as a sleeve-valve motor. Patents acquired by Willys-Overland and plant at Toledo expanded for production of Willys-Knight cars.
1914	65,985	
1915	91,904	
1916	140,111	Willys-Overland experienced first big business boom just proceeding and during the war, followed by a post-war depression and the falling off of business.
1917	130,988	
1918	88,733	
1919	80,853	
1920	105,025	
1921	48,016	
1922	95,410	Willys-Overland made great strides, setting pace for the industry, as peak months saw daily production of 1,100 cars. Over 196,000 cars produced at Toledo plant. Plant expanded to 183 buildings.
1923	196,038	
1924	162,988	
1925	214,450	Willys-Overland payroll of $27,400,000 represented 41 per cent of payroll of City of Toledo.
1926	179,103	Whippet, America's first light car of standard dimensions, introduced after four-year period of model reconstruction.
1927	176,253	Willys-Overland reached its peak production with 314,437 cars; factory employment reached 23,080.
1928	314,437	John N. Willys retired as active head of company he had built and was named chairman of the board of directors, after which he was appointed United States Ambassador to Poland by President Herbert Hoover. L. A. Miller named president of Willys-Overland.
1929	257,407	
1930	88,555	
1931	61,782	John N. Willys relieved of duties as Ambassador to Poland by President Hoover so he could return as active head of Willys-Overland. Willys 77, a narrow-tread car, offering economy, introduced. Basic Knight patents expired and company ceased manufacture of Willys-Knight models.
1932	26,774	L. A. Miller and John N. Willys named receivers by United States district court, Feb. 15. Production stopped, Feb. 17. United States district court granted authority for manufacture of passenger cars and trucks, financed by receiver certificates, Mar. 3.
1933	32,935	L. A. Miller resigned as receiver and David R. Wilson appointed as his successor, under whose direction approximately 70,000 Willys cars were built and sold during receivership, which ended on Feb. 25, 1936, when the court named Wilson trustee of the company under Section 77-B of the Federal Bankruptcy Act. Dec. 30.
1934	7,916	
1935	20,428	Empire Securities, Inc., formed, with Ward M. Canaday as president to take up bondholder and creditor claims of Willys-Overland Co. to end costly litigation and to pave way for reorganization of the company. Aug. 15. John N. Willys, under whose leadership Willys-Overland had been built up from a small plant in an Indianapolis shed, to one of the largest in the entire industry, died in New York, Aug. 26. Plan for reorganization of Willys-Overland Co. as Willys-Overland Motors, Inc., filed with United States district court by Empire Securities, Inc. July 25. Reorganization plan approved by United States district court. Aug. 28.
1936	23,990	Willys-Overland Motors, Inc., began business with Ward M. Canaday, chairman of the board of directors and David R. Wilson, president of the new company. Announcement made that an entirely new line of passenger cars would be introduced at the November automobile show. New Willys car, introduced at New York Automobile Show, and termed the "Surprise Car of the Year." Nov. 11. Production of 1937 Willys cars began at Toledo plant. Nov. 30. Production started at Los Angeles assembly plant. Dec. 15.

A WORD FROM THE EDITORS . . .

The Automotive Almanac, published annually by Automotive Daily News, is designed to answer the hundreds of questions asked by readers throughout the year.

IN compiling the Automotive Almanac, which is published annually by Automotive Daily News, the editors have endeavored to anticipate and supply the answers to hundreds of questions that are asked by readers throughout the year. All information is obtained from official sources and conveniently arranged for quick reference.

Data contained in this book include statistics on production, sales and registrations, and exports, of cars, trucks, buses and trailers, as well as production, sales and export statistics for automotive parts, accessories, tires, gasoline and oils.

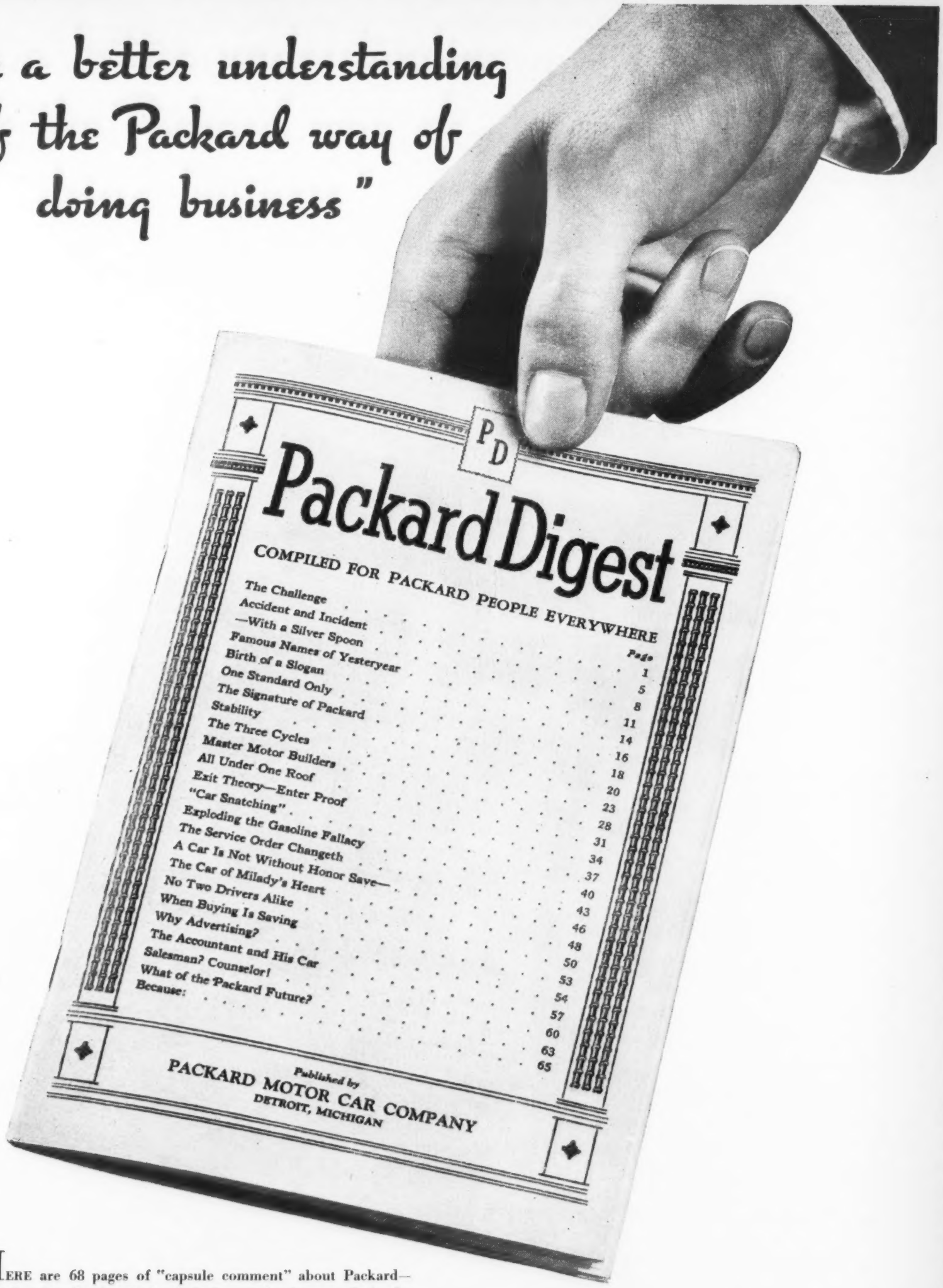
General information includes compilations on taxation, tax diversion, employment in automotive plants, wage rates, expenditures for automotive advertising, financial data of automotive companies, highway records, accident reports and the latest trends in dealer service operations.

In addition to the statistical data the Almanac contains the most complete listing of automotive and allied companies with names and titles of officers and chief executives and products manufactured. The Buyer's Guide offers a quick key to the names of companies which manufacture various products.

While the editors feel that they have covered the automotive field completely, suggestions for additional data not contained in the 1937 Automotive Almanac, will be welcomed.

(For Easy Reference See Cross Index in Back of Book)

"...for a better understanding of the Packard way of doing business"



HERE are 68 pages of "capsule comment" about Packard—issued primarily for Packard dealers and salesmen. It is the "Packard Digest"—brief, condensed, to the point.

If you are not entirely satisfied with your present franchise, write for a copy. We will be glad to have you know more about the Packard way of doing business—proved sound by 37 years of successful operation, proved sound by world-wide acceptance for Packard cars, proved sound by associations averaging nearly 20 years with the distributers who account for 81 per cent of the factory output. Address your inquiry to the Packard Motor Car Company, Detroit, Michigan.

ASK THE MAN WHO OWNS ONE

Who's Who Today in the Automotive Industry

Manufacturers of Passenger Cars, Trucks, Parts and Accessories; and Trade Associations—and Their Personnel

IN REVISING its Who's Who listing for the 1937 Automotive Almanac, Automotive Daily News has spared no effort to make it the most complete and accurate directory of the industry available. Listings have been supplied, or corrected, by the officers of the corporations themselves. Naturally, as always occurs in compiling directories of this sort, oversight on our part or failure to cooperate on the part of a few companies and corporations, may have resulted in omissions or errors here or there. We would appreciate having any such mistakes called to our attention so that they may be corrected in the 1938 edition.—The Editor.

A

ABBEY CHAIR & SUPPLY CO., 230 Fifth ave., New York. Folding chairs, automatic bridge tables, canvas chair carrying bags. J. Charles Groshut, sales mgr. **Adv. Agcy.**—J. Charles Grossut & Assoc's., New York.

ABELES-LEWIT CO., Inc., 161 W. 64 st., New York. Lacquers, auto body hardware, spray painting supplies, tools and equipment, upholstery supplies, trimming materials. Herbert R. Abeles, pres., treas.; Richard R. Lewit, secy.; Ernest H. Grice, gen. mgr.

ACCURATE PARTS MFG. CO., Euclid at Lakeview rd., E. Cleveland, O. Automotive clutches, clutch parts, clutch tools, clutch rebuilding machines. Ira Saks, pres., sales mgr.; Philip Saks, secy.-treas., gen. mgr., pur. agt.; Morris Saks, vice-pres., div. sales mgr.; George Jarrett, chief engr.; Edward Hibshman, adv. mgr. **Det. Rep.**—Morris Saks.

ACHESON COLLOIDS CORP., 1620 Washington ave., Port Huron, Mich. Mfgrs of "Dag" colloidal graphite. Howard A. Acheson, pres.; J. P. Deringer, vice-pres.; G. R. Siegrist, vice-pres. and treas.; F. L. Stark, secy.; M. W. Reynolds, sales mgr.; L. H. Miller, pur. agt.; R. Szymanowitz, tech. dir.; E. A. Bodine, adv. mgr. **Det. Rep.**—W. A. Trebein, 1746 Forest ave., W. **Adv. Agcy.**—Hyatt Eby, Detroit.

ACKERMAN BLAESSER FEZZEY, Inc., 1306 Holden ave., Detroit. Window regulators. E. L. Ackerman, pres., chief engr.; C. E. Blaesser, secy., treas., pur. agt.; C. T. Fezzey, sales mgr., adv. mgr. **Det. Rep.** — E. W. Parrish, General Motors bldg.

(See display advertising index)

ACME AIR APPLIANCE CO., Inc., 254 Park ave., Brooklyn, N. Y. Tire valves, gauges, fuses. Louis Wein, pres.; Morris Perlman, secy.; Harry Perlman, sales mgr.; M. Perlman, pur. agt.; W. Longstreet, chief engr.; A. E. Bett, adv. mgr. **Adv. Agcy.**—Alfred Bott Co., 220 E. 42nd st., New York City.

ACME DIE CASTING CO., 11831 Charlevoix ave., Detroit, Mich. Die castings, metal stampings, chrome plating, automobile hardware, refrigerator hardware. Daniel D. J. Jend, pres.; John Emery, secy.; Russell A. Emig, treas., pur. agt.; F. S. Mayfield, sales engr.; Henry Jend, chief engr.

ACME SIX WHEELER CO., Cadillac, Mich. Six Wheelers (Third Axle Units) E. T. Price, sales mgr.

ACME WHITE LEAD and COLOR WORKS, 8250 St. Aubin ave., Detroit. Synthetic enamels, enamels, paints, lacquers, varnishes, paint thinners. Geo. A. Martin, pres.; F. L. Knapp, secy.; R. H. Stephens, treas.; C. A. Campbell, gen. mgr.; J. W. Strain, sales mgr.; C. Kelly, chief engr.; W. H. Fletcher, pur. agt.; Jason Jones, adv. mgr. **Det. Rep.**—L. J. O'Doherty. **Adv. Agcy.**—Henri, Hurst and McDonald, Chicago.

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ADAMS GREASE GUN CORP., 54 W. 21st st., New York, N. Y. Grease guns, lubricators, lubricating fittings, lubricating systems, oil guns, oil cups, high pressure grease guns, hose and couplers. Daniel G. Adams, pres., gen. mgr., pur. agt.; Milton G. Adams, secy., sales mgr., adv. mgr.; Henry P. Adams, treas.; Geo. W. De Loache, chief engr.

ADVANCE BATTERY CORP., Div. of Price Battery Corp., 221-227 E. Lee st., Louisville, Ky. Storage batteries. W. F. Price, pres.; T. A. Larkin, asst. treas.; G. S. Biles, gen. mgr.; R. E. Hoeltzel, sales mgr., adv. mgr.; A. Andreason, pur. agt.; S. Dershwin, export mgr.

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AETNA BALL BEARING MFG. CO., 4600 Schubert ave., Chicago. Ball bearings, clutch release. G. W. Nordstrum, secy., treas., gen. mgr.; E. K. Zitzewitz, chief engr.; B. E. Vergowe, pur. agt. **Det. Rep.**—W. T. Keller, 7310 Woodward ave., Detroit.

AHLBERG BEARING CO., 317 E. 29th st., Chicago. Ball bearings (all types), pillow blocks, ball bearing, ground bearings. C. J. Bender, pres.; P. F. McGuinn, sec., pur. agt.; L. J. Behm, treas.; F. O. Burkholder, sales mgr., adv. mgr.; B. S. Okner, chief engr. **Det. Rep.**—H. S. Mann.

AIRFLOAT COACH MFG. CO., 720 S. Lake st., Los Angeles, Calif. Trailer coaches. Omar Suttles, pres., chief engr.; Ruth Suttles, secy.; Thos. J. Wardell, gen. mgr., sales mgr.; L. R. Gotschall, pur. agt. **Adv. Agcy.**—Fred Hensen Co., 313 S. Central st., Los Angeles.

AIR-MAZE CORP., 812 Huron rd., Cleveland, O. Air filters: diesel and gasoline engines, air compressors, automobiles, trucks, motor boats, airplane engines, large industrial applications, air conditioning and ventilating; flame arresters (intake and exhaust). A. E. Schaaf, pres., gen. mgr.; L. M. Henton, secy.; H. H. Schaaf, treas., sales mgr.; G. M. Walton, chief engr., vice-pres.; P. Hungerford, pur. agt.; F. M. Paul, adv. mgr. **Det. Rep.**—W. G. Heacock, 2832 E. Grand blvd. **Adv. Agcy.**—Sweeney & James, Bulkley bldg., Cleveland, O.

AIRTEMP, INC., division of Chrysler Corp., Dayton, O. Summer and winter air conditioning equipment. A. C. Downey, pres.; I. C. Baker, vice-pres., oper. mgr.; H. C. Jamerson, asst. to vice-pres.; A. C. Staley, vice-pres. in chge. of engr.; H. B. Orr, gen. sales mgr.; J. C. Chambers, asst. gen. sales mgr.; R. M. Miller, dir. of mdsing and advtg. **Adv. Agcy.**—J. Stirling Getchell, Inc., 405 Lexington ave., New York, N. Y.

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ALBION MALLEABLE IRON CO., Albion st., Albion, Mich. Malleable castings. B. D. Brown, pres., treas.; M. B. Murray, secy.; R. H. Gardner, exec. vice-pres.; C. L. Carter, adv. mgr.; D. L. Boyd, chief engr.; Percy J. Esling, pur. agt. **Det. Rep.**—Ben R. Mayne, 501 Curtis Bldg.

ALEMITE—Div. of Stewart-Warner Corp., 1826 Diversey Parkway, Chicago. Lubricants, motor oil, lubrication equipment, hand guns and fittings. J. E. Otis jr., pres.; F. A. Hiter, vice-pres., gen. sales mgr.; F. R. Cross, gen. adv. mgr.; M. W. Thompson, adv. mgr.; C. A. Fine, Alemite sales mgr.; Frank A. Ross, vice-pres. in chge. of mfg.; T. T. Sullivan, secy.-treas.; E. H. Farrell, comptroller; Geo. L. Meyer jr., dir. of pur.; E. W. Davis, chief engr. Alemite div. **Det. Rep.**—A. P. Engel, Alemite—Div. of Stewart Warner corp., 6050 Cass ave. **Adv. Agcy.**—Hays MacFarland & Co., 333 N. Michigan ave., Chicago.

ALGOMA PLYWOOD & VENEER CO., technical Div., 228 N. LaSalle st., Chicago. Bus roofs, floors, doors; tourist's trailer sides, floors, interior panels; commercial body side panels and floors, truck floors. James R. Fitzpatrick, director; George I. Fischer, engr.; **Det. Rep.**—G. M. Hanrahan, 355 E. Wood st. **Adv. Agcy.**—Evans Associates, Inc.

ALLBESTOS CORP., 21st and Godfrey ave., Philadelphia, Pa. Brake lining, clutch facings. William G. Kitchen, pres.; H. E. Sunbury, vice-pres.; Charles C. Yocum, secy.

ALLEGHENY STEEL CO., Brackenridge, Pa. Stainless steels: auto body sheets, metal furniture sheets, black sheets, electrical sheets, steel castings, seamless tubing, boiler tubes, lapweld steel pipe. H. E. Sheldon, pres.; F. H. Stephens, secy.-treas.; W. F. Detwiler, exec. vice-pres.; W. A. Givens, gen. mgr.; W. J. McArdle, sales mgr.; Jack Taylor, chief engr.; E. D. McGraw, pur. agt.; C. W. Green, adv. mgr. **Det. Rep.**—H. N. Arbuthnot, 7-120 General Motors bldg. **Adv. Agcy.**—Walker & Downing, Oliver bldg., Pittsburgh, Pa.

ALLEN-BRADLEY CO., 1336 S. Second st., Milwaukee, Wis. Electrical controlling apparatus and radio components. Harry L. Bradley, vice-pres.; Lynde Bradley, pres.; L. Quarles, secy.; F. P. Loock, sales mgr.; T. C. Child, pur. agt.; G. O. Wilms, chief engr.; A. H. Fensholt, adv. mgr. **Det. Rep.**—J. D. Petersen, 2-214 General Motors bldg. **Adv. Agcy.**—Fensholt Co., 360 N. Michigan ave., Chicago, Ill.

ALLEN ELECTRIC & EQUIPMENT CO., 2101-2117 N. Pitcher st., Kalamazoo, Mich. Battery charging, battery testing, electrical testing, generator testing, and motor tune-up equipment, motor analyzers, exhaust analyzers. G. H. Allen, pres., chief engr.; M. E. McMartin, secy.; W. L. Borroughs, treas.; L. F. Woolman, sales mgr., adv. mgr.; Harold Roe, pur. agt. **Det. Rep.**—Kent Fullerton, 15396 Tracey ave. **Adv. Agcy.**—H. H. Williams, Pythian bldg., Kalamazoo, Mich.

ALL RITE CO., Inc., 1st and Morgan sts., Rushville, Ind. Soldering irons and vulcanizers (electric). Morton Murphy, pres.; D. G. VanOsdol, secy.-treas., sales mgr., pur. agt., adv. mgr.; Frank Priest, vice-pres.; Morton Murphy, chief engr.

ALMETAL UNIVERSAL JOINT CO., 1555 E. 55th st., Cleveland, O. Joints and parts for joints, packless water pumps, joint ball housings for Chevrolet, steering sectors for Ford and Chevrolet. S. F. Dupree, jr., pres.; F. C. Peters, secy.; E. P. Rollings, treas., pur. agt.; A. F. Misch, gen. mgr.; S. F. Dupree, jr.; C. K. Morton, chief. engr.

ALUMINUM CO. of AMERICA, 801 Gulf bldg., Pittsburgh, Pa. Aluminum and aluminum alloys, pistons: connecting rods, aluminum. Roy A. Hunt, pres.; R. E. Withers, treas.; George J. Stanley, vice-pres., gen. sales mgr.; T. D. Jolly, pur. agt.; W. C. White, adv. mgr. **Det. Rep.**—Aluminum—Fuller & Smith & Ross, Inc., 1501 Euclid Co. of America, 3311 Dunn rd. **Adv. Agcy.** ave., Cleveland, O.

ALUMINUM AIRCELL INSULATION CO., 415 Curtis bldg., Detroit. L. M. Payne, pres.; C. H. Allin, secy.-treas.; George R. Kew, sales mgr.; Harry Karcher, chief engr. **Adv. Agcy.**—Beckman, Vogel & Beerbohm, 2011 Park ave., Detroit.

(See display advertising index)

ALUMINUM GOODS MFG. CO., Manitowoc, Wis. Aluminum bindings, hub caps, head lamp bezels, louvre grilles, instrument dials, moldings, aluminum and stainless steel plates, sill and step stampings, aluminum and stainless steel. A. J. Vitz, pres., gen. mgr.; J. F. Walton jr., treas.; W. F. Bugenhagen, sales mgr.; C. O. Schmidt, chief engr.; H. W. Vitz, pur. agt.; R. L. Pritchard, adv. mgr. **Det. Rep.**—T. B. Farnsworth, 494 St. Claire rd., Grosse Pointe. **Adv. Agcy.**—The Cramer-Krasselt Co., Milwaukee, Wis.

ALUMINUM INDUSTRIES, Inc., 2416-38 Beckman st., Cincinnati, O. Automotive engine parts, aluminum alloy pistons, semi-steel pistons, piston pins, valves, water pump parts, aluminum cylinder heads, bolts, bushings, aluminum paint, etc. John Eckerle, pres.; R. T. Mesker, secy.; H. J. Hater, treas., gen. mgr.; M. A. Beckmann, chief engr.; E. F. Eckerle, pur. agt.; Bruce V. Keller, adv. mgr. **Det. Rep.**—B. J. Plumley, 718 Fisher bldg. **Adv. Agcy.**—The Keelor & Stites Co., Cincinnati, O.

ALVORD-POLK TOOL CO., 110-175 Gearhart, Millersburg, Pa. Reamers, taps, dies, drills, valve seat cutters, milling cutters, end mills, special tools. D. E. Winslow, pres., treas.; F. B. McKaig, secy.; N. E. Dubendorf, gen. mgr.; O. R. Epler, chief engr.; C. H. Lippincott. **Det. Rep.**—R. C. Fairlamb jr., 514 Stephenson bldg.

AMERICAN AUTO-FELT CORP., 901 Ottawa ave., N.W., Grand Rapids, Mich. Batts and padding, cotton mattresses and studio couches. W. W. Hoagland, pres., gen. mgr.; J. Ginsburg, secy-treas.; F. D. Starritt and J. Ginsburg, pur. agts.

AMERICAN AUTOMATIC DEVICES CO. 500 S. Throop st., Chicago. Truck equipment: Mirrors, clearance lamps, marker lights, windshield wipers, truck flares, reflectors, tail lamps. Auto accessories: Wiper blades; pedal pads, accelerator, pedals, gas tank caps, step plates, license plate fasteners, bumper guards. Oliver C. Ritz-Woller, pres., gen. mgr., adv. mgr.; E. V. Tapecott, acting secy.-treas.; O. A. Rhein, vice-pres., sales mgr.; Andrew D. Kondrath, chief engr.; Jos. Messina, pur. agt. **Det. Rep.**—Porter E. Stone, 17320 Monica ave. **Adv. Agcy.**—Spector Goodman, Chicago.

AMERICAN AUTOMOBILE ASSN., Pennsylvania ave. at 17th st., Washington, D. C. Officers: Thos. P. Henry, Detroit, pres.; Charles F. Foley, Lockport, N. Y., secy.; George W. White, Washington, D. C., treas.; Russell E. Singer, Washington, D. C., gen. mgr.; Merritt L. Smith, Washington, D. C., asst. secy.

AMERICAN BANTAM CAR CO., Fairgrounds ave., Butler, Pa. Cars and trucks, replacement parts for American Austin engines for industrial and marine purposes. R. S. Evans, pres., gen. mgr.; Peter Beasley, secy.; Martin Tow, treas.; W. A. Thornton, sales mgr.; Harry A. Miller, chief engr.; R. H. Blackie, pur. agt. **Adv. Agcy.**—Ketchum, MacLeod and Grove, Inc., 2000 Koppers bldg., Pittsburgh.

AMERICAN BLOWER CORP., 6000 Russell st., Detroit. Fans, blowers, air conditioning equipment, unit heaters, air washers. C. T. Morse, pres.; R. Valle, secy.; N. Kesler, treas.; E. P. Jeffery, gen. mgr.; H. E. Barth, sales mgr.; G. C. Polk, chief engr.; J. McRobbie, pur. agt.; R. B. Stowell, adv. mgr. **Det. Rep.**—H. E. Paets, 632 Fisher bldg.

AMERICAN BODY and TRAILER CO., 1500 Exchange ave., Oklahoma City, Okla. Truck trailers, house trailer coaches, bus bodies, dump bodies. R. R. King, pres., gen. mgr.; Lowell King, chief engr.; Harold Bolby, pur. agt.

AMERICAN BRAKEBLOK CORP., 4600 Merritt ave., Detroit, Mich. Frictional materials for automotive and industrial brakes and clutches, fan belts and radiator hose. W. B. Given, jr., (New York) pres.; W. A. Blume, vice-pres.; H. A. Gillies, vice-pres., sales; H. Seith, asst. to vice-pres., sales; C. Q. Smith, sales mgr.; H. N. Smith, chief engr.; G. C. Maul, pur. agt.; P. B. Hoffman, sales prom. mgr.; W. C. Munson, orig. equip. **Adv. Agcy.**—Sidener, Van Riper & Keeling, Inc., Indianapolis, Ind.

AMERICAN BRASS CO., American Metal Hose Branch, Waterbury, Conn. Flexible metal hose and tubing. Charles S. Hungerford, vice-pres.; J. E. Locke, sales mgr.; W. S. Edwards, pur. agt.; J. C. G. Maxwell, chief engr.; C. E. Woodward, adv. mgr.

AMERICAN CABLE Div. of American Chain & Cable Co., Inc., 929 Connecticut ave., Bridgeport, Conn. Disc brake for truck and buses, brake cable assemblies, brake control, cable, push-pull controls, wire rope. W. B. Lashar, chairman of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, executive vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Det. Rep.**—Harry Williams, 13-251 General Motors bldg. **Adv. Agcy.**—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

AMERICAN CATALIN CORP., 1 Park ave., New York. Cast phenolic resins, rods, sheets, tubes, plain, mottled, transparent and water-clear colors; liquid phenolic resin for plywood glue. Wm. Theile, pres.; Robert Frese, secy.-treas.; H. Krehbiel, sales mgr.; L. Beck, chief engr.; A. J. Bell, pur. agt.; D. K. Bancroft, adv. mgr. **Det. Rep.**—Austin R. Evans, 7310 Woodward ave. **Adv. Agcy.**—Walter J. Gallagher, New York.

AMERICAN CHAIN Div. of American Chain & Cable Co., Inc., 929 Connecticut ave., Bridgeport, Conn. Tire chains for passenger cars, trucks, buses and tractors; cotter pins, towing chains, sling chains, tire chain adjusters, tire chain repair tools, pliers. W. B. Lashar, chairman of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, executive vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; W. D. Kirkpatrick, sales mgr., automotive accessories dept.; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Det. Rep.**—Harry Williams, 13-251 General Motors bldg. **Adv. Agcy.** — Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

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AMERICAN FELT CO., 315 4th ave., New York. Felt in rolls and sheets. J. T. Lawless, pres.; J. J. Mackin, secy.; G. W. Gay, treas.; J. F. Marshall, gen. mgr., sales mgr., adv. mgr.; K. R. Peattie, pur. agt. **Det. Rep.**—W. F. Meinhard, 197 Scotten ave.

AMERICAN GREASE STICK CO., Hoyt st., Muskegon, Mich., Body lubricants, penetrating oil. Leo Rosen, pres.; Harold Rosen, gen. mgr.; Frank Harrington, adv. mgr. **Adv. Agcy.**—John L. Wierengo and Staff, Grand Rapids, Mich.

AMERICAN HAMMERED PISTON RING Div. of Koppers Co., Bush and Hamburg sts., Baltimore, Md. Piston rings, Koetherizing process, piston expanders, valve stem packing. A. W. Morton, gen. mgr.; T. Latimer Ford, sales mgr., adv. mgr.; E. Stead, chief engr.; C. L. Banks, pur. agt.; P. E. Chamberlain, a. p. mgr. **Adv. Agcy.**—The Aitkin-Kynett Co., Philadelphia.

AMERICAN-LaFRANCE & FOAMITE IND., Inc., 100 E. LaFrance st., Elmira, N. Y. Fire protection equipment, motor fire apparatus, fire extinguishers, fire extinguishing systems, fire hose, fire department supplies, gas masks, inhalators. W. J. Childs, pres.; O. M. Canter, vice-pres., secy.-treas.; E. E. O'Neill, vice-pres., sales mgr.; H. Walker, chief engr.; F. R. Baker, pur. agt.; H. B. Butters, adv. mgr. **Det. Rep.**—M. F. Glock, 4823 Woodward ave. **Adv. Agcy.**—Moser and Cotins, 10 Hopper st., Utica, N. Y.

AMERICAN MOTOR PRODUCTS CORP., 160 Varick st., New York, N. Y. Tungsten contacts, automotive and radio condensers, starter and stoplite switches, generator cut-outs, voltage regulators, generator brush-holders. H. Linn, pres.; E. Samuels, secy.; A. S. Pinkus, treas., gen. mgr.; C. R. Dietz, sales mgr.; W. Michel, chief engr.; M. Berlin, pur. agt. **Det. Rep.**—B. G. Golden, 10 Louise ave., Highland Park.

AMERICAN PAINT CO., 902 N. Larrabee st., Chicago. Automobile primer, surfacer, lacquer, enamel. U. M. Roberts, pres.; Chas. Platskey, secy.; P. M. Cardwell, treas.

AMERICAN POLISH CO., 220 N. Desplaines st., Chicago, Ill. Automobile polish, cleaner. Otto F. Scholz, pres., treas., sales mgr. **Adv. Agcy.**—World Wide Adv. Corp., 11 W. 42nd st., New York City.

AMERICAN ROLLING MILL CO., Curtis st., Middletown, O. Cold rolled steel in sheets, strip and coils; stainless steel, high tensile steel and electrical sheet steel, galvanized sheets. Charles R. Hook, pres., gen. mgr.; W. D. Vorhis, secy.; M. A. Brawley, treas.; W. W. Sebald, vice-pres. in chge. commr. activities; G. F. Ahlbrandt, gen. sales mgr.; E. N. Millan, chief engr.; Newman Ebersole, div. of pur.; Harry Mercer, adv. mgr. **Det. Rep.**—R. L. Shugg, General Motors bldg. Chicago—F. B. Milhoan, 310 S. Michigan bldg. **Adv. Agcy.**—H. W. Ayer & Son, Inc., Philadelphia.

AMERICAN STEEL & WIRE CO. of N. J., 208 S. LaSalle st., Chicago. Offices in all principal cities. Wire and wire products. C.

(*Continued on Page* 30)

BUYERS' GUIDE

AN INNOVATION in the 1936 Automotive Almanac—the Buyers' Guide—has become a standard department in the 1937 edition. As a directory of products, this guide has proved its value during the past year. While basically the same as the 1936 buyers' guide, the listing of products and names has been greatly increased. Manufacturers are listed according to the products they manufacture. A reader wishing to purchase a certain product merely turns to the classification for that product and under its heading he will find the names of manufacturers who produce it. By checking the names of these manufacturers in the alphabetical Who's Who listing, the complete addresses, names of officers and leading executives can be quickly ascertained.

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90 horsepower motor

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121-inch wheelbase ● 95 horsepower
Twin-Ignition motor

NASH AMBASSADOR EIGHT
125-inch wheelbase ● 105 horsepower
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GET THE FACTS ON THE NEW NASH DEALER FRANCHISE

Who's Who

(*Continued from Page 28*)

F. Blackmer, pres.; D. A. Merriman, vice-pres., gen. sales mgr.; C. F. Hood, vice-pres.; A. F. Allen, secy.-treas.; F. E. Chesney, pur. agt.; M. W. Reed, chief engr.; W. H. Cordes, adv. mgr. **Det. Rep.**—H. B. Maguire, General Motors bldg. **Adv. Agcy.**—Earle Ludgin, Inc., 180 N. Michigan ave., Chicago.

AMERICAN SWISS CO., 1050 Fernwood ave., Toledo, O. Automobile door locks. A. F. Seubert, pres.; J. C. Fast, vice-pres.; A. B. Richardson, secy-treas.; D. J. Dunkle, asst. secy., pur. agt.; H. W. Rightmyer, chief engr. **Det. Rep.**—A. W. Widman, 804 New Center bldg. **Adv. Agcy.**—Sun Adv. Co., Madison ave., Toledo.

AMERICAN TIRE GUARD CO., 5919 Commonwealth, Detroit. Safety wheels. Benjamin S. Pagel, pres., secy.; F. Langdon Hubbard, treas.; DeWitt E. Taylor, gen. mgr., sales mgr., pur. agt. **Det. Rep.**—DeWitt E. Taylor. **Adv. Agcy.**—C. E. Rickard Adv. Agency, Detroit.

AMESBURY METAL PRODUCTS CO., Inc., 39 Oakland, Amesbury, Mass. Automobile and marine lamp equipment, fire apparatus, lamp equipment, interior lighting fixtures, floodlights, metal stampings, copper, nickel, cadmium and chromium plating enameling. John J. O'Brien, pres., treas., gen. mgr.; Thomas X. O'Brien, secy.; John W. Kilduff, chief engr.

B. C. AMES CO., 131 Lexington st., Waltham, Mass. Micrometer dial gauges, precision bench lathes, precision bench miller. Warren Ames, pres., gen. mgr.; H. G. Haynes, secy., pur. agt.; I. R. Ames, treas., adv. mgr. **Det. Rep.**—J. M. Graven, 312 Curtis bldg. **Adv. Agcy.**—James Thomas Chirurg Co., Boston.

AMPLEX MANUFACTURING CO., a division of Chrysler Corp., cor. of Harper and Mt. Elliott aves., Detroit, Mich. Oilite and other Chrysler specialties. A. J. Langhammer, pres.; A. Merschel, gen. sales mgr.; George P. Platzer, chief eng.

ANDERSON CO., 957 Garfield, Gary, Ind. Windshield wiping equip., wiper blades, wiper arms, twin wipers, glass cleaners. Jno. W. Anderson, pres., gen. mgr.; P. H. Stevens, secy.-treas.; N. O. Webber, sales mgr.; Kenneth Wittenberg, pur. agt. **Adv. Agcy.**—Schwab & Beatty, Inc., New York.

ANDERSON COACH CO., Marshall, Mich. Tourist and coml. trailers. Rex R. Anderson, pres.; G. C. Anderson, gen. mgr.; James W. May, sales mgr.; C. Hellpenstell, adv. mgr. **Adv. Agcy.**—C. Hellpenstell Co., Detroit.

ANDREW PARTS MFG. CO., 49 Amsterdam ave., New York. King bolt sets, ball bearings, stabilizer. Andrew Gross, pres.; A. J. Horenstein, gen. mgr.; Edward Bloom, sales mgr.

ANDREWS MFG. CO., 3205 Locust st., St. Louis, Mo. Replacement automotive wire and cable products (battery cables, ignition cable, sets, spooled automotive wire, wiring assemblies for Fords and Chevrolets). Geo. W. Andrews, owner and pres.; G. W. Andrews and M. J. Wexler, pur. agts. **Adv. Agcy.**—Beecher Adv. Co., St. Louis, Mo.

ROGER ANGSTMAN CO., 283 E. Frank st., Birmingham, Mich., Trailer heaters and brakes. R. W. Angstman, pres.; H. W. Talicot, secy.-treas.

ANTHONY CO., Inc., Streator, Ill. Hydraulic hoists and bodies, mechanical power hoists, power take-offs, express bodies, truck snow plows, one-wheel passenger car trailers, loader, semi-trailer hydraulic hoists and bodies. Wm. C. Anthony, pres.; Paul B. Heflin, secy.; C. H. Worrells, treas.; R. R. Howard, sales mgr.; L. W. Wachter, chief engr.; L. E. Walker, pur. agt.; J. G. Reinhard, adv. mgr. **Det. Rep.**—National Body Corp., 57 E. Canfield ave.

APCO MOSSBERG CORP., Attleboro, Mass. Automobile accessories. Lewis R. Smith, receiver; Lee Smith, mgr., sales mgr.; A. Anderson, chief engr. **Det. Rep.**—Furney Sherwin Co., Curtis bldg., Grand blvd. **Adv. Agcy.**—Leuchar Horten Co., Providence, R. I.

AP PARTS CORP., 1801 Spielbusch ave., Toledo, O. Mufflers, exhaust and tail pipes. H. F. Hadley, pres.; R. G. Rule, secy.-treas.; W. E. Bullock, sales mgr. B. W. Lang, pur. agt.

APOLLO METALS CO., Inc., Clearing station, Chicago. Chrom brass (pre-plated sheet and strip brass, chrom steel (pre-plated sheet and strip steel). Edward Carrus, pres.; H. O. Schuessler, gen. mgr.; Jno. B. McDonnell, adv. mgr. **Det. Rep.**—L. P. Wragg, 9271 Hartwell, Detroit. Tel. Northlawn 1447.

APPLETON ELECTRIC CO., 1701-29 Wellington ave., Chicago, Ill. Driving lights, reelites (electrical extension reels), (portable and rolling types), fog lights, road lights, warning beacons. A. I. Appleton, pres. and treas.; J. V. Painter, secy.; J. M. Sharpe, sales mgr. autom. div.; W. A. Robertson, pur. agt.; N. Tornblom, chief engr.; C. A. Bloom, adv. mgr. **Det. Rep.**—J. V. Harding, care Wilson Pulcer Co., 5936 John R st. **Adv. Agcy.**—Aubrey, Moore & Wallace, Chicago.

ARCO CO., 7301 Bessemer ave., Cleveland, O. Lacquers, synthetic enamels, adhesives and sound deadeners. H. E. Wise, pres.; P. L. Hexter, secy.; E. Spoerry jr., treas.; S. D. Moore, gen. sales mgr.; L. J. Esther, pur. agt.; J. J. Clarke, adv. mgr. **Adv. Agcy.**—Lang, Fisher & Kirk, Swetland bldg., Cleveland, O.

ARIZONA AUTOMOBILE ASSN., Inc., 21 E. Van Buren st., Phoenix, Ariz. Officers: P. E. Howell, pres.; Phil. A. Isley, 1st vice-pres.; A. C. Taylor, 2nd vice-pres.; Sam G. Baille, secy. Directors: Phil A. Isley, D. H. Bonsall, Fred O. Adams, P. E. Howell, A. C. Taylor, Frank O. Smith, W. C. Quebedeaux, Geo. K. Smith, H. D. McVay. Advisory Board: Gustav Becker, Apache Co.; Harry Clark, Cochise Co.; W. W. Midgley, Concomino Co.; W. A. Sullivan, Gila Co.; Peter Riley, Greenlee Co.; Dr. A. J. Chandler, Maricopa Co.; Stewart Thompson, Mohave

(*Continued on Next Page*)

Figures in this table by R. L. Polk & Co., New Jersey Motor List Co. and Sherlock & Arnold

New Passenger Car Registrations By Makes

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDSON GR'P		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	*Buick	Cadillac	Chevrolet	LaSalle	**Olds-mobile	†Pontiac	Totals	§Terraplane	Hudson	Totals
Alabama	'36	242	172	2032	3778	6224	9032	122	9154	972	47	14652	111	839	1001	17622	1025	116	1141
	'35	196	107	1364	3517	5184	9358	12	9370	662	30	10611	58	968	966	13295	585	150	735
	'34	244	53	684	3569	4550	7517	1	7518	412	26	10680	42	608	482	12250	447	90	537
	'33	193	50	430	2112	2785	3446	6	3452	239	7	6474	11	146	506	7383	233	14	247
	'32	179	83	136	653	1051	2365	7	2372	279	20	3514	4	58	239	4117	89	21	110
	'31	378	154	302	834	1668	5183	6	5189	581	27	6187	22	99	337	7253	94	44	138
	'30	519	261	541	717	2038	11438	26	11464	1040	46	8072	84	185	317	9744	350	178	528
	'29	973	316	1270	1219	3778	25191	38	25229	1901	100	14639	106	314	1149	18209	1241	492	1733
Arizona	'36	223	276	1189	1894	3582	2489	70	2559	567	32	3602	33	510	408	5152	316	117	433
	'35	104	146	863	1341	2454	2332	4	2336	326	15	2471	36	462	555	3865	236	104	340
	'34	55	71	326	1122	1574	1633	4	1637	238	10	1906	15	208	215	2592	171	99	270
	'33	29	54	176	466	725	850		850	156	5	1256		120	200	1737	102	6	108
	'32	25	73	86	187	371	732	5	737	161	9	753	3	59	78	1063	59	21	80
	'31	87	110	153	236	586	1804	5	1809	347	17	1720	7	126	110	2327	49	45	94
	'30	118	180	253	168	719	3537	9	3546	523	16	2131	22	186	230	3108	108	77	185
	'29	314	454	612	364	1734	5590	7	5597	752	44	4046	45	498	823	6208	553	240	793
Arkansas	'36	239	82	1173	2589	4083	5366	67	5433	472	27	7200	43	479	974	9195	350	55	405
	'35	175	80	1040	2407	3702	5974	7	5981	296	6	5848	41	561	852	7604	168	56	224
	'34	142	44	639	2316	3141	5172	1	5173	178	11	6059	17	310	315	6890	143	40	183
	'33	109	53	531	1314	2007	3113	1	3114	112	2	5719	5	109	229	6176	77	4	81
	'32	86	48	203	430	767	2450	6	2456	151	8	3169	6	29	152	3515	29	5	34
	'31	213	71	396	515	1195	3436	4	3440	217	30	3920	24	68	230	4489	41	15	56
	'30	451	197	595	583	1826	9336	18	9354	454	47	5933	66	99	319	6918	185	63	248
	'29	674	473	1272	1000	3419	16776	30	16806	924	57	8528	111	191	1018	10829	616	159	775
California	'36	5839	6067	23287	34234	69427	49922	1684	51606	14134	1357	56118	1676	16309	15039	104633	3178	1612	4790
	'35	3043	3603	16725	28045	51416	52851	240	53091	6368	865	39501	1402	12334	8363	68833	2458	1783	4241
	'34	1624	1065	6275	18938	27902	34270	173	34443	4105	513	25897	522	4848	2712	38597	1542	1433	2975
	'33	1981	2389	5983	18164	28517	20548	207	20755	3035	373	26594	337	1687	3124	35150	1651	222	1873
	'32	1972	2387	2307	6949	13615	19643	358	20001	3494	574	14587	370	1181	2021	22227	1453	608	2061
	'31	3443	3036	3963	5807	16249	42643	363	43006	7777	1156	34211	537	1990	4075	49746	1487	1277	2764
	'30	4599	3852	4997	2296	15744	78235	435	78670	9600	1472	34989	1109	2466	5007	54643	3224	2187	5411
	'29	7307	5858	8710	3357	25232	83291	668	83959	14541	1642	39128	1953	5789	10516	73569	11208	5592	16800
Colorado	'36	722	390	2413	5414	8939	7603	164	7767	1800	74	10193	89	1710	1526	15392	1180	276	1456
	'35	369	177	1729	3427	5702	7656	16	7672	861	42	6415	80	1402	1592	10392	603	243	846
	'34	338	123	776	2878	4115	5292	13	5305	592	38	5556	60	711	706	7663	378	252	630
	'33	217	118	668	2344	3347	2004	17	2021	391	23	3975	27	192	649	5257	266	16	282
	'32	255	98	301	1139	1793	2535	16	2551	586	34	3059	22	116	419	4236	278	83	361
	'31	390	106	576	783	1855	4930	15	4945	1086	55	5993	39	280	756	8209	356	256	612
	'30	503	257	749	640	2149	10182	21	10203	1397	54	7055	88	349	808	9751	557	300	857
	'29	684	595	1356	1032	3667	14482	26	14508	1906	58	6937	129	659	1706	11395	1906	624	2530
Connecticut	'36	835	853	3911	8756	14355	8989	207	9196	3378	330	10815	286	2951	3471	21231	1014	409	1423
	'35	562	604	2821	6081	10068	10307	43	10350	1835	186	7548	260	2325	2485	14639	845	413	1258
	'34	447	194	1328	4684	6653	6717	34	6751	1364	172	5909	93	1213	1562	10313	806	402	1208
	'33	547	484	1616	4522	7169	3723	53	3776	1083	86	6217	104	674	2040	10204	862	64	926
	'32	451	501	460	2330	3742	2918	44	2962	1202	150	4405	108	394	1142	7401	618	136	754
	'31	1015	871	1149	1429	4464	7019	56	7075	2226	359	8175	200	802	2207	13969	940	466	1406
	'30	1351	1098	1513	808	4770	12931	74	13005	2749	402	7491	406	772	2052	13872	1658	757	2415
	'29	1832	1572	2441	1160	7005	12540	128	12668	3276	538	8430	656	1330	3723	17953	3577	1142	4719
Delaware	'36	118	70	245	1080	1513	1539	32	1571	630	68	2555	57	693	640	4643	173	45	218
	'35	79	50	207	841	1177	1969	2	1971	323	38	1878	43	599	500	3381	159	69	228
	'34	68	15	109	626	818	1141	3	1144	255	26	1511	24	341	326	2483	146	60	206
	'33	81	40	48	474	643	803	5	808	180	14	1550	11	190	355	2300	136	2	138
	'32	93	42	24	242	401	767	12	779	222	28	1066	16	79	200	1611	61	13	74
	'31	207	32	35	174	448	1577	12	1589	373	45	1591	36	137	320	2502	97	45	142
	'30	216	49	45	152	462	3091	13	3104	495	72	1673	64	87	340	2731	167	80	247
	'29	97	18	86	165	366	3201	11	3212	511	74	1736	114	156	622	3213	424	118	542
Florida	'36	574	314	2148	5919	8955	9978	387	10365	1720	189	10152	254	1750	1579	15644	1228	293	1521
	'35	404	216	1649	4317	6586	10360	44	10404	1043	89	8242	194	1414	1523	12505	673	258	931
	'34	359	121	1136	4092	5708	7745	28	7773	883	57	7848	77	587	985	10437	597	230	827
	'33	245	91	725	2593	3654	4449	15	4464	392	23	5834	32	170	785	7236	390	39	429
	'32	289	116	209	1390	2004	3932	27	3959	464	44	4419	29	103	508	5567	332	120	452
	'31	659	134	382	1281	2456	8397	33	8430	939	71	8800	41	256	1010	11117	511	323	834
	'30	699	240	451	571	1961	14538	50	14588	1298	121	8768	113	257	787	11344	679	406	1085
	'29	880	374	851	611	2716	15942	52	15994	1681	148	9334	222	472	1296	13153	1362	617	1979
Georgia	'36	531	253	2317	6133	9234	12472	210	12682	1699	136	13196	191	1812	1378	18322	854	189	1043
	'35	381	218	1646	5401	7646	12634	20	12654	1035	71	11211	154	1633	1441	15545	515	209	724
	'34	347	116	917	4845	6225	11375	22	11397	817	51	10364	98	963	1041	13334	547	228	775
	'33	297	118	818	4028	5261	5846	7	5853	525	23	9451	29	256	966	11250	315	9	324
	'32	260	120	316	949	1645	4130	23	4153	548	56	5365	24	188	437	6618	166	59	225
	'31	414	169	572	706	1861	9175	30	9205	962	76	9402	51	378	654	11523	243	171	414
	'30	353	204	523	408	1488	13812	36	13848	999	72	8041	86	367	401	9966	203	191	394
	'29	559	460	1001	678	2698	19368	30	19398	1879	64	10443	165	437	965	13953	703	328	1031
Idaho	'36	242	190	952	2107	3491	3234	92	3326	400	9	4368	18	537	570	5902	535	140	675
	'35	158	106	787	1691	2742	3162	3	3165	174	7	3034	15	384	428	4042	293	125	418
	'34	90	56	387	1140	1673	2099	2	2101	118	6	2364	9	180	177	2854	132	63	195
	'33	45	33	248	601	927	907	6	913	62	4	1181		65	119	1431	40	3	43
	'32	33	34	59	179	305	597	3	600	78	4	752	1	30	54	919	29	17	46
	'31	120	102	196	273	691	1751	4	1755	180	2	1923		69	142	2316	53	46	99
	'30	180	170	319	269	938	4210	5	4215	378	5	3024	4	119	284	3814	162	84	246
	'29	208	286	601	433	1528	6153	7	6160	598	5	3690	8	225	569	5095	485	177	662
Illinois	'36	4329	3504	20181	35885	63899	47619	1107	48726	11434	1046	59434	1109	13947	12759	99729	5128	1371	6499
	'35	2923	2169	13208	25801	44101	53945	197	54142	6525	576	36833	845	11847	9889	66515	3455	1359	4814
	'34	1511	1028	6426	17479	26444	28366	192	28558	4389	400	27863	345	5472	5367	43836	2146	955	3101
	'33	1901	1817	5579	14662	23959	15820	208	16028	3249	347	24454	321	2902	5726	36999	1732	149	1881

*Includes Marquette 1929-30. **Includes Viking 1929-30. †Includes Oakland 1929-30-31. §Includes Essex 1929-30-31-32. ††Includes Erskine 1929, Rockne 1932. ‡‡Includes Willys-Knight, Whippet 1929-30-32. §§Includes Cord. ‡Not in production.

in States from 1929 through 1936

STATES		NASH GROUP			NON-AFFILIATED MANUFACTURERS												
		LaFayette	Nash	Totals	§§Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	††Studebaker	‡‡Willys	Miscellaneous	Totals
Alabama	'36	128	121	249	22	‡	‡	‡	47		323	2	1	285	128		35198
	'35	108	80	188	66	‡	‡	‡	45	22	156	1	6	156	160	23	29407
	'34	58	46	104	48	36	15		38	24	25	3	3	314	95	51	25560
	'33		17	17	19	158	27	4	28	39	17	4	14	206	114		14514
	'32		69	69	61	97		2	16	50	35	1	26	175	189	4	8375
	'31		136	136	84			7	75	99	59	3	35	269	343	67	15425
	'30		175	175	21	31		7	255	195	125	11	52	372	404	113	25535
	'29		531	531	47			38	474	318	257	10	88	599	2532	421	54264
Arizona	'36	111	159	270	15	‡	‡	‡	108	8	234		4	316	76	1	12758
	'35	116	95	211	5	‡	‡	‡	70	25	108			199	81		9694
	'34	45	39	84		1			30	8	12		3	243	18		6472
	'33		23	23	3		5		1		14			135	24		3625
	'32		75	75	9			1	1		22		2	135	26	7	2529
	'31		176	176	40			3	6	38	33	3	6	160	72	47	5400
	'30		235	235	9	21		12	118	110	66	8	6	415	237	190	8985
	'29		603	603	144			36	402	234	142	20	17	747	816	713	18206
Arkansas	'36	39	66	105	1	‡	‡	‡	13	2	134	1	7	211	10	12	19612
	'35	26	31	57	3	‡	‡	‡	18	11	62		6	150	6	4	17828
	'34	15	40	55	2	15	5		12	9	7	1	9	236	19		15757
	'33		38	38	6	13	7		22	12	12	5	21	84	25	3	11626
	'32		81	81	16	5		1	57	21	12	2	18	75	33	1	7094
	'31		117	117	9			2	106	21	11	3	21	79	120	30	9699
	'30		211	211	17	15		10	145	59	27	19	20	140	158	136	19303
	'29		589	589				20	267	137	64	17	59	253	1185	472	34892
California	'36	1245	2553	3798	303	‡	‡	‡	2082	135	5500	88	275	8467	4981	170	256255
	'35	1492	1867	3359	466	‡	‡	‡	1607	717	3011	91	340	4718	5045	32	196967
	'34	647	1009	1656	614	47	99	17	1382	452	503	147	289	4418	2568	12	116121
	'33		901	901	760	301	149	79	929	504	696	152	299	4327	2604	72	98068
	'32		1405	1405	1206	161		73	1270	653	762	240	273	5037	1138	599	70721
	'31		2890	2890	3325			249	1666	1231	1267	399	541	5239	2673	3233	134478
	'30		3992	3992	1155	589		651	2715	1707	2530	583	989	6597	3340	4996	184312
	'29		8082	8082	1167			931	5496	3120	3795	693	1618	9525	8990	12358	255335
Colorado	'36	311	637	948	95	‡	‡	‡	626	81	1872	23	69	1288	117	18	35721
	'35	234	252	486	72	‡	‡	‡	99	61	270	12	43	395	4	1	26055
	'34	146	139	285	63		6	3	77	19	47	17	35	417	18	1	18701
	'33		149	149	66		7	4	71	31	64	26	35	256	116	7	11739
	'32		193	193	142	1		9	98	44	60	24	26	374	261	79	10252
	'31		392	392	271			14	231	95	78	42	55	432	649	397	18277
	'30		635	635	84	55		36	411	219	159	54	69	458	887	735	26762
	'29		1218	1218	131			47	542	299	195	80	113	645	2316	1379	39065
Connecticut	'36	311	637	948	95	‡	‡	‡	626	81	1872	23	69	1288	117	18	51342
	'35	367	337	704	176	‡	‡	‡	524	257	1052	26	97	760	88	6	40005
	'34	244	387	631	63	11		16	268	212	232	58	124	752	53	2	27347
	'33		274	274	80	18	19	45	187	145	273	54	124	751	159	9	24213
	'32		431	431	200	3		60	300	162	314	51	109	778	267	44	17578
	'31		881	881	652			116	463	387	502	147	182	876	538	326	31984
	'30		1097	1097	315	71		247	727	667	873	219	419	1266	778	646	41387
	'29		2182	2182	560			387	1384	1118	1447	254	592	1760	2353	1491	55873
Delaware	'36	24	21	45	2	‡	‡	‡	1	1	357	2	3	114	5	3	8477
	'35	31	22	53	6	‡	‡	‡	9	9	213			68	3	1	7119
	'34	25	41	66	6				5	9	37	1	3	86	4		4868
	'33		30	30	10	8		4	6	18	46	3	3	83	18	1	4119
	'32		70	70	8	2		5	7	16	48	3	1	88	48	21	3182
	'31		77	77	32			9	10	13	85	7	4	59	96	87	5160
	'30		90	90	41	13		19	15	56	140	13	6	88	114	151	7290
	'29		333	333	92			29	45	83	146	23	11	152	339	274	8860
Florida	'36	127	138	265	66	‡	‡	‡	261	13	877	15	43	486	447	30	38988
	'35	155	123	278	135	‡	‡	‡	216	83	425	3	52	363	377	119	32476
	'34	78	106	184	193	272	26	11	204	75	68	13	52	371	503		26717
	'33		47	47	48	957	62	23	129	25	49	7	40	215	532	7	17924
	'32		122	122	122	862		48	184	73	83	16	40	176	136	102	13946
	'31		297	297	296			61	393	137	128	32	82	310	292	281	25146
	'30		352	352	126	134		94	533	183	238	46	139	222	407	249	31701
	'29		684	684	114			119	669	411	344	55	150	383	1265	267	38303
Georgia	'36	235	201	436	31	‡	‡	‡	34	6	871		16	739	167		43581
	'35	140	111	251	73	‡	‡	‡	30	44	493	5	18	565	196	26	38270
	'34	58	127	185	76	53		4	84	87	99	8	33	644	230	1	33235
	'33		36	36	62	212	36	18	123	111	88	6	30	457	247	5	24119
	'32		133	133	44	210		30	118	145	100	21	28	485	163	35	14153
	'31		315	315	124			35	173	240	86	48	48	515	215	113	24915
	'30		193	193	57	36			227	210	133	34	44	464	275	265	27634
	'29		513	513	55			152	632	397	199	48	112	477	1464	226	41355
Idaho	'36	101	126	227	7	‡	‡	‡	59	13	116		16	513	93		14438
	'35	84	77	161	15	‡	‡	‡	86	43	59		12	296	45		11084
	'34	18	53	71	4		2	1	52	18	5		2	224	14		7216
	'33		29	29	8	1		1	26		5		4	48	23	4	3463
	'32		56	56	27	4		2	36	3	1		7	51	37	15	2109
	'31		115	115	51	18		6	70	13	10		25	130	149	110	5558
	'30		170	170	14			11	132	34	21		31	173	209	257	10265
	'29		365	365		32		15	211	78	30	3	48	305	724	765	16021
Illinois	'36	1465	2520	3985	408	‡	‡	‡	994	128	5339	46	244	5348	226	567	236138
	'35	1532	1813	3345	594	‡	‡	‡	936	452	2731	49	222	2921	96	1284	182202
	'34	616	1064	1680	600	8	73	26	805	392	639	191	216	2580	58	80	109287
	'33		756	756	404	21	177	117	637	424	845	185	185	2032	749	61	85460

Who's Who

(Continued from Previous Page)

Co.; Frank A. Goodman, Navajo Co.; Kirke T. Moore, Pima Co.; E. C. Grasty, Pinal Co.; Dr. A. L. Gustetter, Santa Cruz Co.; James W. Whitstine, Yavapai; Sam Dick, Yuma Co.

ARMSTRONG CORK PRODUCTS CO., Lancaster, Pa. Cork gaskets, reinforced cork composition sheeting, running board covering, linoleum running board covering, industrial flooring for bus and transportation units, glazing strip, cork floats, felt and other automotive specialties. H. W. Prentis jr., pres.; H. M. Clarke, 1st vice-pres.; C. Dudley Armstrong, secy.; F. L. Suter, treas.; H. P. Smith jr., prod. mgr.; S. E. Conybeare, sales mgr. in. div.; C. F. Hawker, chief engr.; R. A. Barton, pur. agt.; J. P. Young, adv. mgr. **Det. Rep.**—F. L. Moore, Armstrong Cork Products Co., Industrial Div., 1627 W. Fort st. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York.

ARO EQUIPMENT CORP., Bryan, O. Automotive and industrial lubricating equipment, pneumatic, electric and manually operated types, also gear flushers. J. C. Markey, pres.; I. B. Nielsen, vice-pres., gen. mgr.; C. W. Ginter, engr.; C. H. Rice, pur. agt.; C. E. Ihrie, sales prom. mgr. **Det. Rep.**—M. J. Vierling, 5427 Grand River. **Adv. Agcy.**—U. S. Adv. Corp., Toledo, O.

(See display advertising index)

ARROW HEAD STEEL PRODUCTS CO., 1101 Stinson blvd., Minneapolis, Minn. Pistons, pins, rings, valves, sleeves, king bolts. C. L. Horn, pres.; C. V. Smith, secy.; J. Osborn, treas.; A. W. Pickford, gen. mgr.; K. Kingsley, sales mgr.

ARTLOOM CORP., Allegheny ave., and Howard st., Philadelphia. Rugs and carpets, upholstery fabrics (furniture and automobile). C. S. Newton, pres., gen. mgr.; John T. McDade, secy.; John A. McNaughton, treas.; J. Stuart Allen, vice-pres., sales mgr.; Frank Brua, pur. agt.; F. A. Dudley, adv. mgr. **Det. Rep.**—C. A. Livingston, 3283 E. Overlook rd., Cleveland Heights, O. **Adv. Agcy.**—J. Walter Thompson Co., New York.

ART TOOL & DIE CO., 511 Leib st., Detroit. Radionic instruments, electric oil burner controls, tools, dies and stampings. William H. Broadrick, pres.; Timothy W. Murtagh, secy.-treas.; Margaret M. Murtagh, vice-pres.; George A. Wilde, sales mgr.; J. J. Borger, pur. agt.; Emil Lind, chief engr.; N. J. Vance, adv. mgr.

ASBESTOS MFG. CO., E. Sabine st., Huntington, Ind. Brake linings, clutch facings. F. C. Edson, pres.; P. W. Churchman, secy.; H. D. LaMont, treas., gen. mgr.; H. G. Warner, repl. sales mgr.; R. F. Kohr, chief engr.; P. E. Brading, pur. agt. **Det. Rep.**—E. H. Janes (vice-pres.), 4-251 General Motors bldg. **Adv. Agcy.**—Verne Tucker, Detroit.

ASHTABULA HIDE & LEATHER CO., Ashtabula, O. Upholstery leather. H. Hill, pres.; sales mgr.; B. B. Seymour, vice-pres.; W. C. Hubbard, treas.; J. W. McKay, secy., chelf engr.; M. C. Howe, pur. agt. **Det. Rep.**—H. C. Jay, 429 New Center bldg.

ASHTON MFG. CORP., Ashton bldg., 1547 University ave., St. Paul, Minn. Automobile electric fans, fan blades for automobile heaters. G. A. Ashton, pres.; E. M. Ashton, secy.-treas.; A. B. Ashton, sales mgr., adv. mgr.; Thomas Marks, chief engr.; R. V. Wyland, pur. agt. **Adv. Agcy.**—Chamberlain Advertising Co., Endicott bldg., St. Paul.

ATLANTIC MERCANTILE CO., 109-123 W. 64th st., New York. Automobile fabrics, waterproof material, trimmings, hardware. R. Fox, S. Fox, J. Fox, co-partners. **Det. Rep.**—R. H. Mayer, 10373 American ave., of Homer V. Scott Co., 1807 Indiana ave., Chicago.

(See display advertising index)

ATLANTIC METAL HOSE CO., Inc., 123 W. 64th st., New York. Flexible tubing, gasoline, oil, etc., high pressure grease, tire inflating, flexible gasoline and oil feed lines. A. Rubin, pres.; W. D. Inman, sales mgr.; L. Rosenberg, chief engr.

ATLAS ASBESTOS CO., North Wales, Pa. Brake lining. J. C. Johnston, pres., treas.; William Wurster, secy.; John P. Giloley, exp. mgr.; D. H. Spicer, sales mgr.

ATLAS BOLT & SCREW CO., 1130 Ivanhoe rd., Cleveland, O. Nuts, screws, rivets, replacement parts, small stampings, bolts. Samson D. Wright, pres.; Chas. R. Harbaugh, secy.-treas.; J. Edw. Weit, vice-pres., sales mgr.; Chas. A. Kelley, supt.; L. H. Boyer, pur. agt. **Det. Rep.**—Robert E. Murphy, Room 11, 6432 Cass ave.

ATLAS BRASS FDY. CO., 980 S. Front st., Columbus, O. Brass, bronze and aluminum castings, production machine work. L. A. Pleukharp, pres., treas.; R. Kuehner, gen. mgr.

ATLAS DROP FORGE CO., 209 W. Mt. Hope, Lansing, Mich. Drop forgings, specialty, crank shafts. R. H. Scott, pres.; E. W. Goodnow, vice-pres.; O. C. Hartig, treas.; E. W. Goodnow, gen. mgr., sales mgr.; W. R. Buckingham, chief engr.; A. O. Peterson, pur. agt. **Det. Rep.**—A. C. Olfs, 2165 General Motors bldg. **Adv. Agcy.**—O. F. Jackson, Hollister bldg., Lansing, Mich.

ATLAS PRESS CO., 1849 N. Pitcher st., Kalamazoo, Mich. J. H. Penniman, pres.; A. R. Eichelberg, secy.-treas.; J. G. Collins, supt.; G. C. Nancarrow, sales mgr.; H. Musselman, chief engr.; H. J. Steele, pur. agt. **Det. Rep.**—H. B. Hazerodt, box 308, Birmingham, Mich. **Adv. Agcy.**—Stanke & Schoonmaker, Kalamazoo, Mich.

ATWOOD VACUUM MACHINE CO., 2500 N. Main st., Rockford, Ill. Hinges, door bumpers, automatic deck props, seat slides, trailer jacks and couplers, doorsteps, trailer water pumps, engineering service. Seth B. Atwood; James T. Atwood; W. V. Thelander, tr. div.; L. C. Smith, plant mgr.; Max Dayton, tr. div. engr.; F. A. Baker, pur. agt.; R. W. O. Evans jr., adv. mgr. **Det. Rep.**—B. St. John,

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Who's Who

(Continued from Previous Page)

Adv. Agcy.—Klau-Van Pietersom-Dunlap Associates, Commerce bldg., 744 N. 4th st., Milwaukee, Wis.

AUBURN AUTOMOBILE CO., S. Wayne st., Auburn, Ind. Automobiles. R. H. Faulkner, pres., gen. mgr.; R. S. Pruitt, secy.; H. G. Hersh, asst. secy., adv. mgr.; W. H. Springer, treas.; B. O. Snepp, asst. treas.; S. V. Harding, sales mgr.; L. R. Jones, chief engr.; F. L. Griffith, pur. agt. **Adv. Agcy.**—P. P. Willis Corp., 105 W. Adams, Chicago.
(See display advertising index)

AUBURN MFG. CO., 14 Sigourney st., Hartford, Conn. Cup leathers, washers of leather, fibre, felt, cork, asbestos, paper, composition, gaskets: algeo, cork asbestos sheet packings. I. M. Wolfson, pres., sales mgr., adv. mgr.; R. Mittelman, secy.-treas., gen. mgr.; R. Mittelman and I. M. Wolfson, pur. agts.

AUBURN SPARK PLUG CO., 27 Clark st., Auburn, N. Y. Spark plugs. C. J. Nolin, pres.; J. G. Gould, 563 Central ave., Newark, N. J., eastern mgr.; A. R. Nolin, chief engr.; G. M. Polhemus, Lincoln Bank bldg., Syracuse, N. Y., vice-pres. Det. Rep.—W. H. Storey, 3902 Nottingham ave.
(See display advertising index)

AUDIVISION, Inc., 285 Madison ave., New York; 15 E. Bethune ave., Detroit. Talking slide-films. W. H. Lough, pres.; F. F. Gregory, secy., gen. mgr.; O. R. Johnson, treas. Det. Rep.—George Brosch, 15 E. Bethune ave.

AULD, D. L., CO., 5th ave. and 5th st., Columbus, O. Hub caps, name and escutcheon plates in Vitreous enamel, Flex-enamel, chrome plated; embossed metal decorative parts. F. H. Auld, pres., gen. mgr.; H. E. Auld, secy.; S. G. Brooks, treas.; Wm. Mackay, sales mgr.; R. E. Cochran, chief engr.; G. C. Mills, pur. agt. Det. Rep.—Frank D. Tobin, 547 New Center bldg.

AURORA EQUIPMENT CO., Aurora, Ill. Steel shelving, store fixtures, shop equipment, parts bins, counters. Thos. M. Dunham, pres.; John C. Dunham, vice-pres.; L. F. Spangler, sales mgr.

AUSTIN CO., 16112 Euclid ave., Cleveland, O. Super Service stations, porcelain enamel all-steel service station, prefabricated all-steel service stations, factory buildings, design and construction. W. J. Austin, pres.; C. W. Kinnison, secy.-treas.; G. A. Bryant jr., exe. vice-pres., sales mgr.; Albert S. Low, chief engr.; A. H. Meyer, adv. mgr. Det. Rep.—A. F. Plant, 2842 W. Grand blvd. Adv. Agcy.—Fuller, Smith & Ross, Inc., Cleveland, O.

AUSTIN TRAILER EQUIPMENT CO., Lake Shore dr., Muskegon, Mich. Coupler-jack for coach trailers, fifth wheels, landing gears, pintle hooks, for coml. trailers, misc. trailer equip. O. A. Seyferth, pres.; Walter F. Strate, secy.; R. F. Seyferth, treas.; C. G. Seyferth, gen. mgr.; M. F. Feather, sales mgr.; F. Tuttle, chief engr.

AUTOCAR CO., Ardmore, Pa. Motor trucks, tractors, gasoline engines, motor truck cabs. Robert P. Page jr., pres.; William H. Brearley, secy; John C. Taney, treas.; H. M. Coale, sales mgr.; B. B. Bachman, chief engr.; John E. Bower, pur. agt.; Robert F. Wood, adv. mgr. Det. Rep.—B. F. Dunham, 290 Piquette ave. Adv. Agcy.—Jerome B. Gray & Co., Philadelphia.

AUTOCRAFT CORP., 815-818 Orleans st., Detroit, Mich. Wiper blades, wiper arms, auxiliary visor. A. W. Frantz, pres. and sales mgr.; G. B. Dow, secy. and adv. mgr.; R. E. Kelley, asst. treas.; J. F. Cullin, chief engr. Adv. Agcy.—F. M. Randall Co., Detroit.

AUTOCRAT RADIO CO., 3855 N. Hamilton ave., Chicago. Radios, auto public address and communication systems. R. B. Gubbins, pres., gen. mgr., sales mgr.

AUTO CRUISER CO. of AMERICA, 4401 York rd., Baltimore, Md. House trailers. Ralph Crouse, pres.; E. S. Quarngesser, secy.-treas.; T. E. Thomas, sales mgr.; R. J. Miller, chief engr.; Alan Waddell, pur. agt.; T. D. Harman, adv. mgr. Adv. Agcy.—Emery Adv. Agency, Baltimore, Md.

"AUTO KAMP" TRAILER CO., Inc., Sheridan at Hess ave., Saginaw, Mich. Aluminum trailers, coaches, display coaches. James A. Dean, pres.; Daisy T. Dean, secy.-treas.; Chas. Kirby, gen. mgr.; R. E. Franklin, chief engr.; Allen G. Miller Co., Grand Rapids, Mich., adv. mgr. Adv. Agcy.—Stevens, Inc., Grand Rapids, Mich.

AUTOMATIC MACHINE CO., 113 East Washington ave., Bridgeport, Conn. Tool boring machines, profilers, hand and automatic, open side shaping planers, hob thread millers, automatic thread cutting lathes, cam millers (barrel and periphery types), hand millers, worm grinders, special purpose automotive machinery. Wm. R. Webster, chairman of board; George L. Sexton, pres., gen. mgr.; Andrew J. Porter, secy.-treas.; Wm. J. Hamilton, asst. secy.-treas.; Henry G. Emt, chief. engr.; H. P. Hill, pur. agt.; Wm. Law, adv. mgr. Det. Rep.—Strong Carlisle & Hammond Co., 2832 E. Grand blvd.

AUTOMATIC VENTILATOR CO., Corunna, Mich. Automatic trailer ventilator, adjustable heating stove, stack heads, stove cabinets, ice boxes, water tanks, wheel housings, screens, metal window and door trim. F. A. Strawsine (owner), pres., gen. mgr.; E. A. Cosier, secy.treas.; F. W. Strawsine, asst. mgr.; George F. Earl, chief engr.

AUTOMOBILE DEALERS ASSN. OF WEST VIRGINIA, 401 Virginian Land Bank bldg., P. O. Box 1652, Charleston, W. Va. Officers: J. S. Calhoun, Charleston, pres.; J. N. Peck, Logan, 1st vice-pres.; W. O. Hundley, Wheeling, 2nd vice-pres.; J. F. Willis, Bluefield, treas.; L. E. Rollins, Charleston, secy.-mgr. Directors: R. N. McGraw, Wheeling; H. P. Sturm, Clarksburg; B. A. Poland, Martinsburg; M. M. Moorehead, Charleston;

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New Passenger Car Registrations By Makes

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDSON GR'P		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	*Buick	Cadillac	Chevrolet	LaSalle	**Oldsmobile	†Pontiac	Totals	§Terraplane	Hudson	Totals
Illinois (con't.)	'32	1720	1919	1849	6870	12358	12073	259	12332	2579	545	16737	389	1917	2792	24959	1460	502	1962
	'31	3205	2055	4026	5203	14489	32048	357	32405	5097	955	31477	743	4225	6167	48664	2347	1056	3403
	'30	4001	2793	4255	3932	14981	63275	516	63791	7835	869	34957	1089	3972	6205	54927	3711	1823	5534
	'29	5816	4044	7884	5490	23234	70153	748	70901	11258	1524	39570	2036	6945	15148	76481	11862	4756	16618
Indiana	'36	1628	1505	7768	17907	28808	25191	355	25546	4005	228	33435	294	6135	5808	49905	3764	728	4492
	'35	1170	1047	5876	14280	22373	27134	40	27174	2179	103	20773	244	5154	4339	32792	2667	857	3524
	'34	633	439	2211	10316	13599	14259	38	14297	1225	63	14574	112	2162	1874	20010	1204	545	1749
	'33	616	1076	2247	8556	12495	7863	28	7891	762	44	11873	38	1048	1761	15526	965	72	1037
	'32	627	1172	842	3086	5727	6519	59	6578	966	79	8611	43	830	1249	11778	848	323	1171
	'31	1257	1539	1613	3148	7557	13700	57	13757	1945	159	16159	91	1732	2536	22622	1405	588	1993
	'30	1300	1316	1789	2024	6429	28192	79	28271	2455	187	16219	148	1857	2892	23758	2112	968	3080
	'29	2010	2176	3575	2625	10386	40168	111	40279	3871	225	25063	286	4230	7229	40904	7619	2016	9635
Iowa	'36	1061	628	4036	9754	15479	16701	237	16938	2120	72	25263	118	2816	3069	33458	1838	413	2251
	'35	713	490	3702	9660	14565	22897	19	22916	1444	39	18908	116	2819	2933	26259	1566	550	2116
	'34	445	163	1434	5801	7843	10954	13	10967	777	25	13126	40	1215	1342	16525	974	494	1468
	'33	279	213	1215	4424	6131	6040	22	6062	417	22	10482	17	608	1287	12833	831	76	907
	'32	290	221	583	1646	2740	5044	27	5071	490	30	7243	22	386	924	9095	579	182	761
	'31	859	321	1349	2028	4557	12329	39	12368	1216	83	17200	52	1135	2352	22038	965	483	1448
	'30	1148	361	1881	2274	5664	30495	67	30562	1956	96	24919	91	1405	2534	31001	1421	693	2114
	'29	1156	785	3163	2682	7786	41046	68	41114	2904	81	27713	153	2235	4863	37949	4186	1152	5338
Kansas	'36	708	542	2850	7778	11878	12058	154	12212	1516	68	19423	76	1995	2575	25653	1653	433	2086
	'35	511	396	2272	6744	9923	15138	11	15149	972	34	14896	78	2213	2452	20645	1440	561	2001
	'34	369	189	992	5030	6580	9513	8	9521	645	29	11077	43	1044	1174	14012	846	418	1264
	'33	240	240	893	3691	5064	5092	6	5098	415	11	9661	15	433	1469	12004	739	84	823
	'32	187	228	318	1120	1853	3979	26	4005	405	36	5474	15	228	735	6893	434	172	606
	'31	348	199	706	1010	2263	7999	15	8014	920	54	11250	34	453	1520	14231	667	399	1066
	'30	590	413	1125	1078	3206	18175	31	18206	1663	55	13705	47	531	1774	17775	996	616	1612
	'29	827	896	2104	1745	5572	28071	35	28106	2745	77	16626	115	1299	3893	24755	2996	1271	4267
Kentucky	'36	696	366	3044	6277	10383	8710	128	8838	1438	73	12943	116	1655	1802	18027	826	176	1002
	'35	613	245	2666	5336	8860	10385	16	10401	741	39	10561	91	1408	1490	14330	579	150	729
	'34	408	119	1350	4812	6689	6999	25	7024	572	28	8310	51	709	864	10534	409	128	537
	'33	467	269	1338	4107	6181	3861	21	3882	287	39	7253	11	241	653	8484	294	19	313
	'32	340	286	444	1569	2639	3819	23	3842	325	22	4798	9	117	390	5661	346	65	411
	'31	819	323	939	1653	3734	7852	24	7876	515	35	9781	29	221	777	11358	563	185	748
	'30	782	395	923	1192	3292	15023	39	15062	715	54	9733	53	277	832	11664	933	282	1215
	'29	934	735	1841	1294	4804	19839	49	19888	1163	94	13201	190	802	1724	17174	2851	539	3390
Louisiana	'36	465	213	2107	4817	7602	10333	240	10573	1115	81	13440	140	1342	1035	17153	453	116	569
	'35	253	132	1675	3216	5276	9697	32	9729	591	42	9611	99	1197	1035	12575	236	98	334
	'34	167	94	914	3156	4331	7560	19	7579	428	38	8560	39	577	431	10073	199	72	271
	'33	130	103	813	1963	3009	4665	18	4683	231	32	6865	25	170	362	7685	136	17	153
	'32	98	124	348	552	1117	3509	24	3533	273	54	4048	15	143	247	4780	69	23	92
	'31	359	262	525	594	1740	5873	22	5895	424	32	6918	30	210	446	8060	170	99	269
	'30	512	405	816	459	2192	11710	26	11736	696	53	7641	50	242	776	9458	300	186	486
	'29	734	635	1345	856	3570	19282	38	19320	1192	54	11023	100	565	2007	14941	886	343	1229
Maine	'36	193	124	1263	2257	3837	3640	62	3702	994	81	4928	90	1139	1208	8440	562	179	741
	'35	151	82	745	1686	2664	3623	8	3631	530	43	3238	52	808	875	5546	346	137	483
	'34	150	53	509	1510	2222	3025	7	3032	460	34	3123	42	437	636	4732	509	248	757
	'33	93	86	472	1407	2058	1910	9	1919	319	17	2547	27	267	696	3873	526	36	562
	'32	103	71	176	745	1095	1646	11	1657	419	35	2274	34	208	600	3570	404	106	510
	'31	322	131	425	802	1680	4017	11	4028	817	71	3866	59	428	1128	6369	880	316	1196
	'30	496	261	523	759	2039	5828	21	5849	919	91	3551	86	406	938	5991	1115	352	1467
	'29	604	247	681	745	2277	6661	26	6687	1223	82	4106	165	568	1265	7409	2122	529	2651
Maryland	'36	921	380	3148	7307	11756	9282	146	9428	2464	143	12543	169	1933	2351	19603	827	223	1050
	'35	809	315	2402	5779	9305	10000	16	10016	1436	91	9142	126	1690	2092	14577	521	221	742
	'34	462	118	1136	4300	6016	6144	11	6155	845	44	7905	56	835	1022	10707	398	194	592
	'33	518	266	897	3337	5018	3605	11	3616	554	34	6810	39	459	1408	9304	526	50	576
	'32	385	337	390	1490	2602	4036	15	4051	560	61	6868	41	233	863	8626	465	146	611
	'31	665	259	518	1296	2738	7834	33	7867	1164	93	11191	68	423	1725	14664	664	261	925
	'30	809	253	587	739	2388	13916	39	13955	1728	112	10845	137	567	1464	14853	939	375	1314
	'29	1126	473	1138	1018	3755	15255	70	15325	2292	135	11001	218	905	2327	16878	2556	741	3297
Massachusetts	'36	1749	933	9411	17392	29485	24141	521	24662	6855	638	25808	773	9202	6871	50147	2734	1009	3743
	'35	1489	517	5889	11133	19028	26481	105	26586	3821	309	18966	573	6908	4758	35335	1778	1010	2788
	'34	1035	375	3931	9547	14888	20025	112	20137	3727	254	16337	277	3129	3354	26478	2389	1295	3684
	'33	1282	753	3413	9204	14652	13400	113	13513	2389	174	17276	266	1790	4773	26668	2702	279	2981
	'32	1036	687	1138	5262	8123	11163	184	11347	2912	241	12613	271	1485	3230	20752	2334	597	2931
	'31	2175	625	2390	3795	8985	26175	194	26369	5281	586	20377	595	2436	4590	33865	3871	1350	5221
	'30	2627	944	3278	2062	8911	41224	214	41438	5624	694	17380	819	1961	3912	30390	4996	1875	6871
	'29	3664	1720	5016	2311	12711	37234	268	37502	7323	913	20235	1545	2770	7336	40122	10696	3178	13874
Michigan	'36	2677	2055	16720	25919	47371	66496	1358	67854	11574	636	56737	931	10929	12534	93341	7591	1651	9242
	'35	1767	1110	10335	18484	31696	72074	229	72303	5635	389	36164	921	9998	11849	64956	5125	1807	6932
	'34	1089	549	4511	13053	19202	43160	139	43299	3724	330	25319	405	4527	4220	38525	3331	1531	4862
	'33	1125	824	6235	10936	19120	26468	120	26588	1781	192	22253	185	2299	5431	32141	3463	190	3653
	'32	1122	1541	1350	5408	9421	20515	228	20743	2030	405	14222	208	1688	2337	20890	2440	760	3200
	'31	2090	1340	2823	6178	12431	29683	199	29882	4422	667	26397	284	3610	4795	40175	3241	1363	4604
	'30	1810	1291	2280	3165	8546	68916	188	69104	5915	862	27623	583	3478	4507	42968	4170	2115	6285
	'29	3733	3839	5407	5066	18045	91832	348	92180	12239	917	47621	1346	8029	13508	83660	20163	5716	25879
Minnesota	'36	1316	1003	4445	12833	19597	18686	265	18951	2927	116	25821	153	3150	3873	36040	1987	381	2368
	'35	922	463	3072	9840	14297	21046	26	21072	1704	59	17072	131	2922	3203	25091	1460	394	1854
	'34	566	146	1112	5874	7698	10705	31	10736	1020	44	12639	51	1229	1029	16012	731	289	1020
	'33	516	272	1173	5274	7235	6730	35	6765	797	49	10863	53	705	1548	14014	494	50	544
	'32	591	294	450	2532	3867	5785	58	5843	789	62	8536	53	682	1197	11319	420	197	617
	'31	1267	380	953	3089	5689	11666	45	11711	1509	115	16839	79	1275	2277	22094	789	455	1244
	'30	1459	443	1037	2601	5540	27971	56	28027	1849	104	17914	173	1062	2700	23802	1154	577	17[illegible]
	'29	1416	748	1829	2956	6949	35788	86	35874	2432	102	17193	224	1871	5358	27180	3385	1018	[illegible]

in States from 1929 through 1936

STATES		NASH GROUP			NON-AFFILIATED MANUFACTURERS												
		LaFayette	Nash	Totals	§§Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	††Studebaker	‡‡Willys	Miscellaneous	Totals
Illinois (con't.)	'32		1495	1495	1038	13		126	922	668	918	239	230	2678	1817	409	62164
	'31		2854	2854	3092			244	1222	1228	1491	311	414	3213	3092	1707	117829
	'30		3616	3616	1290	144		670	1918	1995	2440	407	645	4439	3729	2861	163387
	'29		8949	9687	1899			562	4877	3413	3876	420	1210	6338	10533	6598	236647
Indiana	'36	464	486	950	322	‡	‡	‡	580	58	1628	5	81	3583	309	13	116280
	'35	575	428	1003	480	‡	‡	‡	548	265	686	16	70	1839	247	12	91029
	'34	215	265	480	401	15	87	1	379	175	78	17	53	1695	108	3	53147
	'33		137	137	261	45	150	4	323	130	116	18	45	1485	471	42	40176
	'32		269	269	384	15		39	317	197	154	30	54	1317	931	241	29202
	'31		670	670	1088			60	475	427	219	46	126	1429	1841	719	53029
	'30		965	965	466	102		81	709	492	413	70	179	1773	1808	1282	69878
	'29		2269	2269	896			99	1711	810	736	112	279	3251	6734	3142	121243
Iowa	'36	434	519	953	24	‡	‡	‡	344	43	664	1	55	1540	113	20	71883
	'35	577	350	927	55	‡	‡	‡	287	195	369		56	1142	65	3	68955
	'34	197	218	415	47	3	28	1	110	126	37	7	33	962	40	7	38619
	'33		157	157	18	11	163	2	72	82	60	6	32	602	126	22	27286
	'32		226	226	94	10		3	102	66	92	6	40	543	610	66	19525
	'31		598	598	327			16	283	248	156	9	94	757	1805	550	45254
	'30		1019	1019	208	95		40	588	430	281	33	166	1095	2578	1111	76985
	'29		2030	2030	343			39	1159	755	362	17	176	1326	7273	2693	108360
Kansas	'36	270	321	591	20	‡	‡	‡	134	13	414	6	66	955	13		54041
	'35	250	217	467	69	‡	‡	‡	214	67	210	8	79	812	17	4	49665
	'34	115	149	264	63	10	11	2	142	34	19	14	50	929	19	1	32935
	'33		102	102	29	11	19	6	100	54	32	16	48	621	197	14	24238
	'32		163	163	98	14		10	92	70	38	28	21	431	433	34	14789
	'31		382	382	143	74		18	166	96	64	19	94	527	924	201	28282
	'30		679	679	45	94		21	276	213	117	31	126	583	1364	431	44779
	'29		1859	1859	162			54	663	397	186	56	292	1183	4580	1409	73541
Kentucky	'36	117	147	264	38	‡	‡	‡	193	21	662	8	37	556	80		40109
	'35	167	129	296	41	‡	‡	‡	244	92	319	3	21	368	56	2	35762
	'34	112	95	207	44	18	12	1	159	88	150	10	23	447	45	1	25889
	'33		64	64	83	87	85	16	94	92	70	21	31	495	309	9	20316
	'32		101	101	126	53		15	65	95	93	13	42	478	390	68	14092
	'31		198	198	192			13	116	228	111	22	84	394	984	315	26373
	'30		290	290	109	56		61	236	273	166	32	157	519	1081	445	34658
	'29		643	643	170			59	575	457	336	54	223	761	3245	1071	52850
Louisiana	'36	183	246	429	12	‡	‡	‡	35	5	380	14	26	590	81	2	37471
	'35	249	199	448	17	‡	‡	‡	40	30	263	12	11	398	121	25	29279
	'34	181	181	362	21	41	1		41	32	47	5	14	355	98	1	23272
	'33		178	178	14	66	15	6	40	26	38	6	17	260	99	5	16300
	'32		298	298	65	123		14	56	47	54	8	14	295	101	30	10627
	'31		480	480	108			17	92	145	68	29	22	392	168	108	17593
	'30		716	716	52	43		67	220	194	129	28	35	362	300	196	26214
	'29		1353	1353	99			40	421	360	180	55	70	528	973	333	43472
Maine	'36	137	156	293	6	‡	‡	‡	104	2	386	2	3	353	21		17890
	'35	117	100	217	10	‡	‡	‡	112	25	201	6	12	197	4	3	13111
	'34	121	187	308	2				99	24	29	7	34	316	11		11573
	'33		146	146	1	2	8	11	94	21	52	8	42	248	28	1	9074
	'32		225	225	30			17	84	30	89	11	36	394	140	20	7908
	'31		451	451	129			36	152	102	120	10	68	417	372	132	15262
	'30		536	536	33	22		54	153	141	191	31	86	528	565	317	18003
	'29		887	887	20			123	204	135	290	25	249	559	1198	684	23398
Maryland	'36	116	275	391	26	‡	‡	‡	65	13	995	22	13	844	22		44228
	'35	212	241	453	48	‡	‡	‡	132	82	562	29	12	607	10	3	36578
	'34	155	233	388	160	12	3	15	120	53	86	33	15	566	9		24930
	'33		154	154	169	22	21	11	169	89	146	38	37	562	238	23	20193
	'32		282	282	239	5		32	179	115	189	39	55	636	363	73	18097
	'31		550	550	361			67	300	287	245	60	104	618	577	274	29637
	'30		635	635	94	31		103	472	357	363	93	146	790	763	486	36843
	'29		1228	1228	129			142	626	632	488	112	189	763	1920	1046	46530
Massachusetts	'36	630	1475	2105	76	‡	‡	‡	564	37	3773	79	150	2122	86	232	117261
	'35	804	911	1715	122	‡	‡	‡	450	346	2125	74	226	1269	45	14	90123
	'34	535	1197	1732	86	38	2	21	443	383	383	127	295	1783	46	10	70536
	'33		1026	1026	116	88	71	114	389	501	626	155	272	1597	440	39	63248
	'32		1686	1686	469	26		129	542	595	704	202	247	2045	812	194	50804
	'31		2768	2768	1564			328	668	966	1001	419	412	2226	1524	842	87158
	'30		3127	3127	570	160		519	1117	1320	1952	594	753	2705	2239	1663	104329
	'29		5465	5465	692			878	2522	2216	3319	563	1197	3457	5785	3823	134126
Michigan	'36	490	919	1409	103	‡	‡	‡	1195	41	3895	12	447	1680	347	31	226968
	'35	589	513	1102	114	‡	‡	‡	1211	480	2041	10	528	1046	177	8	182604
	'34	308	303	611	155	11	112	3	772	352	263	23	328	1151	96	8	109773
	'33		264	264	123	13	478	7	599	258	443	29	293	1161	405	107	85682
	'32		434	434	308	6		12	829	892	485	94	336	1562	720	254	60186
	'31		822	822	1105	96		13	933	648	664	64	470	1171	1835	1092	96005
	'30		1162	1162	294	203		134	1408	905	1241	111	886	1848	1982	1482	138559
	'29		3096	3096	491			120	4439	3032	2448	197	1278	3582	10429	4934	253810
Minnesota	'36	511	508	1019	44	‡	‡	‡	381	52	1203	6	104	1776	100	132	81773
	'35	336	335	671	84	‡	‡	‡	307	220	643	15	110	1073	18	3	65458
	'34	151	199	350	67	2	17	2	201	246	99	22	109	972	17	3	37573
	'33		179	179	45	8	51	10	185	294	184	19	79	887	264	66	30829
	'32		326	326	133	7		8	292	268	211	22	81	877	705	50	24626
	'31		684	684	421			17	522	564	341	60	161	997	1688	490	46683
	'30		896	896	111	63		20	805	553	549	93	198	1270	2368	764	66790
	'29		1744	1744	323			56	1328	792	642	95	275	1697	5975	2013	89346

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P. S. Barrow, Bluefield; Bruce Perry, Huntington; J. Paul Crane, Parkersburg; C. J. Powell, Romney; S. C. Catron, Beckley; H. B. Long, Fairmont; R. L. Walker (used cars), Charleston.

AUTOMOBILE MANUFACTURERS ASSN., 366 Madison ave., New York, N. Y. Officers: Alvan Macauley, pres. Packard Motor Car Co., pres.; Alfred H. Swayne, vice-pres., General Motors Corp., 1st vice-pres.; Charles W. Nash, chrmn. of bd., Nash Motors Co., vice-pres. passenger car div.; A. J. Brosseau, pres. Mack Trucks, Inc., vice-pres. commercial car div.; Alfred Reeves, New York, vice-pres., gen. mgr.; Pyke Johnson, Washington, D. C., vice-pres.; Byron C. Foy, pres. DeSoto Motor Corp., secy.; F. J. Haynes, Detroit, treas.

AUTOMOTIVE BOOSTER CLUBS, INTERNATIONAL, 430 S. Michigan ave., Chicago, Ill. Officers: M. H. Klinger, 1425 S. Flower st., Los Angeles, Cal., pres.; L. E. Moore, 755 Boylston st., Boston, Mass., vice-pres.; G. W. Kiler, 910 Forest rd., N. E., Atlanta, Ga., treas.; R. M. Sheridan, 430 S. Michigan ave., Chicago, Ill., secy.

AUTOMOTIVE EQUIPMENT, Inc., 2214 40th ave., Long Island City, N. Y. Windshield wiper motors, arms, blades, tandems. C. S. Sale, pres.; C. Franklin Hennecke, secy.; O. H. Simonds, treas.; H. P. Childs, vice-pres., gen. mgr.; L. J. Buckland, vice-pres.; M. Somma, chief engr.; V. Brunner, asst. gen. mgr., pur. agt. Det. Rep.—H. A. Dick, Gen. Mtrs. bldg., Detroit. Adv. Agcy.—E. M. Freystadt Associates, Inc., New York.

AUTOMOTIVE GEAR WORKS, Inc., Richmond, Ind. Rear axle drive gears and pinions, rear axle shafts, flywheel gears. C. E. Hamilton, pres., gen. mgr.; G. W. Frame, secy.-treas., pur. agt.; J. C. Hamilton, vice-pres., sales mgr., adv. mgr.; Lester Wright, chief engr. Det. Rep.—E. H. Vogel, 7-252 General Motors bldg. Adv. Agcy.—Sidener, Van Riper & Keeling, Inc., Circle Tower, Indianapolis, Ind.

AUTOMOTIVE MAINTENANCE MACHINERY CO., 816 W. Washington blvd., Chicago. Cylinder grinders, hones, ridge reamers, aligners, crank pin tools, piston grinders, con. rod equip., boring machines, etc. Fred G. Wacker, pres., treas., pur. agt.; Edward D. Adams, vice-pres.; Victor Allen, vice-pres. in chge. of sales, sales mgr.; L. I. Peterson, secy.; F. C. Westphal, credit mgr.; H. W. Zimmerman, chief engr.; Fensholt Co., 22612 Beech st., Dearborn. Adv. Agcy.—Fensholt Co., 360 N. Michigan ave., Chicago, adv. mgrs. Det. Rep.—W. H. Hamilton.

AUTOMOTIVE PARTS & EQUIPMENT MANUFACTURERS, Inc., 800 Michigan Theatre bldg., Detroit. Officers: C. C. Carlton, secy. Motor Wheel Corp., pres.; B. F. Hopkins, pres. Cleveland Graphite Bronze Co., vice-pres.; M. C. Dewitt, vice-pres., Champion Spark Plug Co., secy.; D. W. Rodger, vice-pres., Federal-Mogul Corp., treas.; C. O. Skinner, exec. secy.; John W. Blanchard, counsel. Directors: C. S. Davis, pres., Borg-Warner Corp.; C. E. Wilson, vice-pres., General Motors Corp.; Vincent Bendix, pres., Bendix Aviation Corp.; M. C. Dewitt, vice-pres., Champion Spark Plug Co.; B. F. Hopkins, pres., Cleveland Graphite Bronze Co.; Lothair Teetor, vice-pres., Perfect Circle Co.; Hugh H. C. Weed, vice-pres., Carter Carburetor Co.; C. C. Carlton, secy., Motor Wheel Corp.; James Y. Scott, vice-pres., Van Norman Machine Tool Co.; D. W. Rodger, vice-pres., Federal Mogul Corp.; C. C. Bradford, pres., Eaton Products, Inc.; D. H. Kelly, vice-pres., Electric Auto-Lite Co.; E. F. Deacon, pres., Climax Engineering Co.; W. T. Walker, pres., Walker Mfg. Co. Executive Committee: C. C. Carlton, chairman; C. E. Wilson, B. F. Hopkins, C. S. Davis, Vincent Bendix.

AUTOMOTIVE PRODUCTS CO., 3000 Woodhill rd., Cleveland. Mfrs. of automobile trimming supplies and replacement parts for Ford and Chevrolet cars. C. F. Devine, pres.; D. L. Thoburn, vice-pres.; P. V. Thoburn, secy.-treas. Det. Rep.—E. C. Monahan.

AUTOMOTIVE THRUST BEARINGS CORP., 2021 S. Michigan ave., Chicago. Thrust bearings. Frank C. Kip, pres., sales mgr., adv. mgr.; M. E. Anderson, vice-pres., pur. agt.; C. E. Newton, secy.

AUTOMOTIVE TOOL & DIE MANUFACTURERS ASSN., 2778 E. Grand blvd., Detroit. Officers: P. P. Barker, pres.; E. W. LaMonte, vice-pres.; Chester A. Cahn, secy.; Ben J. Purcell, treas.

AUTO SPECIALTIES MFG. CO., St. Joseph, Mich. Malleable iron castings, rough only, or machined, assembled and japanned, automotive jacks for passenger cars and trucks. J. W. Tiscornia, pres., gen. mgr.; W. V. Tiscornia, vice-pres.; E. J. Martin, secy.-treas.; W. W. Carver, sales mgr., pur. agt.; M. B. Lucker, chief engr.; C. H. Williams, adv. mgr. Adv. Agcy.—John L. Wierengo and Staff, Grand Rapids, Mich.

AUTO TRAILER MFG. CO., 1822 S. Broadway, Los Angeles, Cal. Trailers, trailer parts. E. Edward Evans, owner.

AUTO TRUCK STEEL BODY CO., 3028 Carroll ave., Chicago. Steel dump bodies and hoists, truck winches and cranes, pole setting derricks, custom built trailers. E. J. Dondlinger, pres., treas., gen. mgr., sales mgr., adv. mgr.; S. T. Arl, secy.; M. W. Green, chief engr., pur. agt.

AUTO-VEHICLE PARTS CO., 1024-30 Saratoga st., Newport, Ky. Automobile body maintenance parts. C. J. Rennekamp, pres.

B

BACON VULCANIZER MFG. CO., 1207-67th st., Oakland, Calif. Truck recapping vulcanizer, full circle retread vulcanizers, section vulcanizers, tube vulcanizers, tire changers. T. P. Bacon jr., pres.; F. B. Bankhead, secy.-treas.; Thos. P. Bacon sr., gen. mgr.; H. L. Baker, sales mgr.; John Daum, chief engr., pur. agt. Adv. Agcy.—E. Reinhardt, Oakland, Calif.

BADGER TRAILER & BODY CORP., 415 S. Third st., Milwaukee, Wis. Semi-trailers

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and bodies. A. A. Lienemann, pres., gen. mgr., sales mgr., pur. agt., adv. mgr.; F. J. Holehouse, secy.; F. C. Lienemann, treas.

BAER BROS., 438-448 W. 37th st., New York. Paints, enamel, varnishes, lacquers, all colors, stains, shellac. Max Baer and Abe Baer, partners; B. Pitkin, pur. agt. Det. Rep.—J. L. Shepard, 10307 Prairie ave.

BAKER BROS., Inc., Post st., Toledo, O. Boring, drilling, tapping, keysetting, grinding machines. W. Baker, pres., adv. mgr.; R. K. Chapman, secy.-treas., pur. agt.; G. B. Hallenbeck, gen. mgr.; H. L. Tigges, sales mgr.; Glo Temple, chief engr. Det. Rep.—Motch and Merryweather Machinery Co., W. Grand blvd. Adv. Agcy.—Sun Advertising Co., Toledo, O.

BAKER-RAULANG CO., W. 80th and N.Y.C. R. R., Cleveland, O. Truck cabs, commercial bodies, station wagon bodies, public utility bodies. E. J. Bartlett, pres.; J. W. Moran, secy.-treas.; E. J. Stahl, gen. mgr.; R. H. Saulcey, sales mgr.; C. J. Anderson, chief eng.; E. W. Saulcey, pur. agt. Det. Rep.—W. S. Turner, New Center bldg. Adv. Agcy.—Powers-House, Cleveland, O.

BALDOR ELECTRIC CO., 4351-69 Duncan ave., St. Louis, Mo. Battery chargers, charging racks, servicers, electric motor grinders, motor grinder-buffers, motor buffers. E. C. Ballman, pres., gen. mgr., chief engr.; O. A. Baumann, secy.; E. Doerr, treas.; E. W. Bruce, gen. sales mgr., adv. mgr.; G. A. Schock, sales mgr., apparatus div.; J. Kay, pur. agt. Det. Rep.—K. L. McCarthy, 1034 St. Aubin ave. Adv. Agcy.—Oliver A. Life, 518 Beaumont st., St. Louis, Mo.

BALDWIN RUBBER CO., 366 S. Boulevard E., Pontiac, Mich. Automobile floor mats, molded rubber parts, extruded rubber parts. Samuel C. Clark, pres., gen. mgr.; E. C. Shephard, secy., pur. agt.; C. B. Wilson, treas.; H. M. Pryale, sales mgr.; A. McDonald, chief engr.

BALL-WALLICK, Inc., Elkhart, Ind. House trailers. Jay G. Wallick, pres., gen. mgr., chief engr., pur. agt., adv. agt.; V. M. Ball, treas.

BALTIMORE PAINT & COLOR WORKS, Inc., 150 S. Calverton rd., Baltimore. Polish, top dressing, rubber enamel and all auto chemicals. Morris Shuger, pres.; J. O. Shuger, treas.; A. A. Shuger, gen. mgr. Adv. Agcy.—Jos. Katz Co., Baltimore.

BANTAM BALL BEARING CO., South Bend, Ind. Ball bearings, roller bearings, quill rollers, needle bearings, taper roller bearings. E. W. Deming, pres.; W. T. Bell, secy.-treas.; A. H. Frauenthal, gen. mgr.; R. B. Nichols, sales mgr., adv. mgr.; T. M. Allen, chief engr.; G. D. Hardy, pur. agt. Det. Rep.—S. M. Albertson & E. J. Kliest, 707

BARBER-COLMAN CO., Loomis st., Rockford, Ill. Machine and small tools, textile machinery, temperature and humidity control equipment, air distribution outlets, doors and door operators, fans, motors. Howard D. Colman, pres.; R. J. Miller, secy.; Harry A. Severson, treas., gen. mgr.; R. A. Horner, sales mgr. (machine and small tools); Harry W. Balls, pur. agt. Det. Rep.—Hodges Machinery Co., 544 New Center bldg.

BARGMAN, THEODORE, 2842 W. Grand blvd., Detroit. Automotive and camp trailer hardware, die castings, stampings and plating. Theodore Bargman, pres., gen. mgr.; R. D. Kaufman, secy., pur. agt.

BARNES GIBSON RAYMOND Division Associated Spring Corp., 6400 Miller ave., Detroit. Springs, valve clutch, all mechanical types. L. D. Adams, gen. mgr.; W. J. Black, sales mgr.; F. P. Zimmerli, chief engr.; L. E. Hilts, pur. agt.

BASSICK CO., 38 Austin st., Bridgeport, Conn. Hood fasteners and catches, hood handles, door dovetails, robe rail fixtures, assist cord fixtures, trailer couplers and jack. W. A. Rose, pres.; H. G. Hook, secy.; W. G. Reycroft, sales mgr.; M. L. Greenstein, pur. agt.; R. D. Mount, adv. mgr. Det. Rep.—H. V. Rohm and F. P. Sargent, 6050 Cass ave. Adv. Agcy.—Fuller & Smith & Ross, New York.

BATES LUDINGTON CO., W. Filer st., Ludington, Mich. Cylinder heads. (Replacements). K. L. Ashbacker, pres., gen. mgr., sales mgr.; A. H. Burch, secy.; E. B. Nelson, treas.; M. Shoup, chief engr.; S. Meers, pur. agt., adv. mgr.

BATTERY EQUIPMENT & SUPPLY CO., 7580 Greenwood ave., Chicago. Motor tune-up equipment, electrical testing instruments, battery breakdown testers, battery chargers, battery station equipment and small tools. Ralph Bloch, pres., gen. mgr., adv. mgr.; Harry Bloch, secy.-treas., pur. agt.; Frank Ives, sales mgr.; George Esterhammer, chief engr. Adv. Agcy.—Brinckerhoff, Inc., 833 N. Michigan blvd., Chicago.

BEACH-RUSS CO., 58 Church st., New York. Rotary liquid pumps for road oils, petroleum, tars, etc. for tank wagons and stationery compressors for spraying, etc., transferring. H. C. Russ, pres.; A. T. Beach, secy.; C. A. Beach, treas., gen. mgr., sales mgr.; E. J. Beach, pur. agt. Det. Rep.—E. L. Grimes, 7338 Woodward ave. Adv. Agcy.—Spooner and Kriegel, 507 Fifth ave., New York.

JOHN BEAN MFG. CO., 735 E. Hazel st., Lansing, Mich.—Battery chargers and testers, wheel aligners, wheel balancers, brake testers, car washers, frame, body and fender tools, headlight tester, arc welders. J. D. Crummey, pres.; H. L. Austin, secy.; P. L. Davies, treas.; H. C. Lisle, gen. mgr.; L. M. Cheek, sales mgr.; J. Morse, chief engr.; H. S. Lowe, pur. agt.; R. G. Pulver, adv. mgr. Det. Rep.—W. F. Axford. Adv. Agcy.—Holden, Graham & Clark, Detroit, Mich.

BEARINGS CO. of AMERICA, Harrisburg and College ave., Lancaster, Pa. Ball bearings, contact ball bearings, thrust ball bearings, ball retainers. Jack L. Straub, pres., gen. mgr.; Edward E. Marshall, secy.-treas.; C. D. Addams, sales mgr.; Emil Hottinger, chief

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Figures in this table by R. L. Polk & Co., New Jersey Motor List Co. and Sherlock & Arnold

New Passenger Car Registrations By Makes

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDSON GR'P		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	*Buick	Cadillac	Chevrolet	LaSalle	**Oldamobile	†Pontiac	Totals	§Terraplane	Hudson	Totals
Mississippi	'36	178	85	1031	3478	4772	6783	80	6863	576	6	10860	31	442	614	12529	328	41	369
	'35	143	56	588	2071	2858	6816	4	6820	290	6	7759	18	339	604	9016	175	44	219
	'34	121	27	416	2267	2831	4937	3	4940	233	6	6848	9	192	405	7693	123	26	149
	'33	98	33	243	1271	1645	2852	5	2857	101	6	5274	3	50	378	5812	65	3	68
	'32	52	35	63	220	370	1833	8	1841	99	1	3053	2	42	91	3288	19	4	23
	'31	168	41	134	200	543	3572	5	3577	205	3	4271	6	43	188	4716	43	23	66
	'30	428	203	331	185	1147	9851	17	9868	662	16	7200	20	78	249	8225	117	65	182
	'29	652	399	793	522	2366	18699	18	18717	943	21	11064	35	164	613	12840	396	177	573
Missouri	'36	1126	921	5514	12264	19825	18967	296	19263	3040	221	30568	305	4304	4339	42777	1280	340	1620
	'35	901	626	4034	10463	16024	23526	56	23582	1761	127	21100	293	4120	3472	30873	872	319	1191
	'34	597	416	2454	9544	13011	14957	60	15017	1297	119	17660	129	2342	2215	23762	694	331	1025
	'33	712	790	2774	8999	13275	7850	65	7915	1003	72	16431	100	1107	2440	21153	665	69	734
	'32	666	1086	1070	4098	6920	8543	97	8640	1324	128	13956	97	883	1661	18049	719	190	909
	'31	1064	646	1649	2776	6135	16218	88	16306	2164	192	22191	146	1358	2748	28799	1024	355	1379
	'30	1247	738	1877	2018	5880	34351	102	34453	2897	231	24924	279	1867	2954	33152	1934	620	2554
	'29	1488	1066	3429	2134	8117	39640	153	39793	4056	280	26537	455	2971	5298	39597	5004	1122	6126
Montana	'36	508	202	1429	2871	5010	4688	133	4821	598	16	6040	36	793	562	8045	1037	321	1358
	'35	361	104	1089	2683	4237	4873	3	4876	246	5	4460	37	636	667	6051	677	257	934
	'34	170	65	550	1631	2416	2577	3	2580	195	3	2897	10	281	368	3754	284	112	396
	'33	122	59	353	998	1532	1248	3	1251	185	6	1947	5	173	416	2732	146	15	161
	'32	86	70	87	353	596	1014	2	1016	174	6	1411	2	60	276	1929	74	43	117
	'31	258	139	216	369	982	2311	3	2314	337	10	2595	15	133	420	3510	155	109	264
	'30	255	190	315	360	1120	4265	6	4271	365	17	3237	25	142	419	4205	275	161	436
	'29	458	305	878	874	2515	6599	7	6606	803	27	4716	30	402	1049	7027	928	323	1251
Nebraska	'36	531	260	1946	5581	8318	9423	157	9580	1292	24	13019	42	1438	1531	17346	619	142	761
	'35	375	223	1676	4986	7260	11713	13	11726	763	19	9204	49	1583	1616	13234	464	204	668
	'34	210	128	659	3213	4210	6921	14	6935	422	17	7088	17	813	809	9166	427	165	592
	'33	155	92	566	2796	3609	3770	7	3777	289	13	6464	10	376	816	7968	254	14	268
	'32	172	60	206	721	1159	3433	20	3453	344	19	4143	18	231	557	5312	141	66	207
	'31	440	113	536	1200	2289	8136	21	8157	785	28	9641	14	458	893	11819	260	127	377
	'30	718	212	1028	1430	3388	17566	38	17604	1305	32	12754	30	717	1063	15901	432	164	646
	'29	888	567	1900	1848	5201	26020	50	26070	2325	55	15541	66	1277	3058	22322	1324	367	1691
Nevada	'36	108	112	389	754	1363	1039	51	1090	221	42	1151	40	255	283	1992	119	73	192
	'35	53	42	266	522	883	983	4	987	86	20	705	38	231	204	1284	44	39	83
	'34	33	16	141	365	555	669	1	670	76	9	665	10	120	93	973	37	36	73
	'33	21	27	49	216	313	316	1	317	55	4	431	8	34	87	619	3	1	4
	'32	50	28	35	121	234	310	7	317	115	12	394	7	24	47	599	5	15	20
	'31	143	40	74	103	360	726	8	734	117	13	680	13	34	56	913	50	34	84
	'30	161	90	168	111	530	1174	5	1179	226	7	664	19	78	62	1056	113	95	208
	'29	184	92	283	88	647	1294	8	1302	369	29	788	36	114	123	1459	208	152	360
New Hampshire	'36	172	103	822	1659	2756	2596	60	2656	730	48	3134	33	911	634	5490	282	112	394
	'35	123	52	624	1263	2062	2740	5	2745	398	23	2507	41	651	477	4097	259	115	374
	'34	81	42	351	953	1427	2108	14	2122	357	13	2255	11	321	294	3251	360	131	491
	'33	113	83	266	854	1316	1545	6	1551	211	10	2051	7	182	393	2854	327	6	333
	'32	107	111	89	656	963	1292	16	1308	272	11	1443	10	127	308	2171	193	44	237
	'31	207	103	188	560	1058	2862	19	2881	452	36	2692	30	346	578	4134	331	136	467
	'30	296	193	205	295	989	4023	13	4036	588	46	2315	28	249	375	3601	355	137	492
	'29	340	321	354	341	1356	3773	9	3779	676	32	2579	56	368	681	4392	851	242	1093
New Jersey	'36	2393	1621	9914	16711	30639	18978	604	19582	8053	695	25229	721	7539	8115	50352	1846	648	2494
	'35	1433	977	6814	11116	20340	23330	104	23434	4375	408	17642	638	5923	5835	34821	1203	639	1842
	'34	992	392	3638	8736	13758	15212	93	15305	3454	279	15495	221	2812	3675	25936	1172	724	1896
	'33	1370	894	3345	8095	13704	9874	101	9975	2614	243	16065	245	1841	5455	26463	1269	120	1389
	'32	1393	1072	1137	5451	9053	8488	150	8638	3206	439	13157	242	1411	2530	20985	1319	413	1732
	'31	2989	875	2056	3242	9162	19270	167	19437	5718	866	22782	499	2816	4022	36703	2017	990	3007
	'30	3183	1237	2385	1633	8438	35015	174	35189	6752	824	17843	737	2761	3524	32441	2829	1587	4416
	'29	3845	2222	3548	2258	11873	29891	258	30149	7219	879	20989	1158	3813	6311	40369	7116	2666	9782
New Mexico	'36	208	82	564	1572	2426	2588	66	2654	464	14	3800	18	346	379	5021	326	51	377
	'35	116	51	404	1191	1762	2422	1	2423	279	5	2583	17	396	400	3680	156	49	205
	'34	105	26	236	913	1280	1865	4	1869	199	3	2261	6	205	201	2875	64	28	92
	'33	63	5	184	536	788	1012	5	1017	102	3	1367	2	74	217	1765	23	1	24
	'32	35	14	66	166	281	794	1	795	150	9	852	3	23	75	1112	14	7	21
	'31	91	22	143	172	428	1226	4	1230	309	15	1459	6	59	96	1944	15	21	36
	'30	132	104	178	127	541	2986	4	2990	514	11	2231	22	76	148	3002	77	42	119
	'29	238	211	389	285	1123	4164	9	4173	594	17	3312	26	170	320	4439	208	77	285
New York	'36	6248	6334	25960	44781	83323	56514	1730	58244	23343	2118	65595	2028	20252	16425	129761	5038	2088	7126
	'35	4695	2790	19028	30983	57496	68397	447	68844	13249	1300	46403	1724	16666	14383	93725	3933	2191	6124
	'34	3701	1195	10836	26431	42163	44109	454	44563	10012	1040	42868	809	8883	8772	72384	4048	2234	6282
	'33	4701	2884	11609	27147	46341	30004	474	30478	8625	1003	46827	789	5853	13119	76216	4646	487	5133
	'32	4371	3766	3473	17807	29417	25050	720	25770	10498	1629	37440	702	4275	6578	61122	4078	1249	5327
	'31	9077	3745	5710	11454	29986	53375	834	54209	16123	2650	59239	1373	7388	10507	97280	6020	2597	8617
	'30	8578	3828	5793	5851	24050	91747	977	92724	19528	2550	46813	1888	7244	9758	87781	7863	3994	11857
	'29	10805	6020	9479	6855	33159	76030	1317	77347	21317	3305	53753	3279	10538	17222	109414	18502	7063	25565
North Carolina	'36	754	393	2584	7983	11714	11876	170	12046	1568	87	17894	122	1613	1758	23042	902	216	1118
	'35	704	364	2349	8190	11607	17384	21	17405	1208	34	18811	103	2089	2038	24283	1020	312	1332
	'34	610	145	1297	8397	10449	12509	19	12528	934	33	16824	59	963	1453	20266	1150	380	1530
	'33	456	150	962	5360	6928	6855	26	6881	378	24	11356	16	239	1315	13328	777	40	817
	'32	347	132	394	1201	2074	5179	18	5197	359	28	5503	27	176	501	6594	398	102	500
	'31	792	203	796	1347	3138	10268	16	10284	840	54	10364	38	347	956	12599	537	240	777
	'30	844	270	879	718	2711	16572	37	16609	1178	70	9414	62	270	792	11786	655	350	1005
	'29	1631	774	1920	1344	5669	29167	43	29210	2095	86	14809	129	835	2690	20644	2312	871	3183
North Dakota	'36	160	89	505	1346	2100	2991	57	3048	290	6	4250	11	303	312	5172	257	47	304
	'35	136	65	494	1709	2404	4556	5	4561	231	2	3946	8	411	446	5044	140	58	198
	'34	85	32	215	1114	1446	2466	3	2469	133	1	2790	10	198	250	3382	86	45	131
	'33	49	44	142	939	1174	1324	2	1326	98		2069		99	323	2589	36	3	39

in States from 1929 through 1936

STATES		NASH GROUP			NON-AFFILIATED MANUFACTURERS												TOTALS
		LaFayette	Nash	Totals	§§Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	††Studebaker	‡‡Willys	Misc.	
Mississippi	'36	55	70	125		‡	‡	‡	5	2	137			177	26	1	25006
	'35	82	51	133	1	‡	‡	‡	6	17	70			67	14	5	19226
	'34	55	58	113	1	15		1	7	4	3		1	134	12		15904
	'33		45	45	9	70	3	2	2	6	4			82	21	2	10628
	'32		95	95	3	19		1	14	31	10	2		134	60	1	5892
	'31		205	205	7	5		3	38	71	14	3	3	185	104	7	9547
	'30		396	396	3	16		3	98	104	31	8	33	218	173	78	20583
	'29		642	642	1			3	55	220	40	1	67	205	994	140	36864
Missouri	'36	367	429	796	67	‡	‡	‡	300	48	1489	28	73	1417	27	10	87740
	'35	461	384	845	103	‡	‡	‡	322	142	727	27	68	977	31	3	74915
	'34	238	344	582	131	15	46	10	364	95	151	54	82	1148	89	3	55585
	'33		300	300	105	14	44	34	293	173	209	116	91	853	430	34	45773
	'32		564	564	472	21		31	424	328	226	123	143	901	1049	218	39018
	'31		1029	1029	807			75	611	498	319	176	156	1007	2495	974	60766
	'30		1351	1351	269	112		149	1044	702	570	257	229	1057	3009	1567	86355
	'29		2318	2318	384			238	1427	1124	801	331	339	1732	8219	3479	114025
Montana	'36	245	274	519	16	‡	‡	‡	87	26	252	3	19	554	35		20745
	'35	217	238	455	10	‡	‡	‡	86	66	137	7	24	464	56	2	17405
	'34	76	120	196	4	1	28		45	16	6	10	14	318	4	1	9789
	'33		56	56	9	2	37	7	31	5	10	7	6	172	36	2	6056
	'32		93	93	25	7		8	23	11	7	5	12	116	98	36	4099
	'31		153	153	58			23	34	55	10	6	47	171	254	160	8041
	'30		275	275	46	4		47	89	108	18	12	59	238	443	258	11629
	'29		773	773	109			100	392	159	55	17	107	488	1432	768	21799
Nebraska	'36	186	219	405	24	‡	‡	‡	65	21	363	1	29	703	77	2	37695
	'35	188	173	361	21	‡	‡	‡	76	119	201	1	16	513	30	1	34227
	'34	72	110	182	40			2	80	38	17	4	17	466	27	2	21778
	'33		64	64	43	1	6	2	65	35	40	7	19	381	98	10	16393
	'32		107	107	48	7		4	86	62	32	4	27	341	395	16	11260
	'31		244	244	117			9	166	120	66	7	40	593	987	194	25185
	'30		403	403	65	47		20	275	232	125	10	57	774	1422	376	41345
	'29		1028	1028	76			26	763	314	150	26	96	1026	4600	1275	64664
Nevada	'36	93	162	255	3	‡	‡	‡	54	2	133		1	144	26		5255
	'35	35	53	88	7	‡	‡	‡	23	12	78		2	76	23	1	3547
	'34	23	31	54	1		1	1	15	3	4		1	88	18		2457
	'33		3	3	4	1		1	10		6	1	1	38	9	1	1328
	'32		21	21	8			3	16	3	22	1	2	64	12	4	1326
	'31		26	26	45			4	28	16	19	2	5	104	22	31	2393
	'30		71	71	37	11		7	42	26	30	2	4	102	70	88	3463
	'29		117	117	32			17	48	26	57		13	122	113	169	4482
New Hampshire	'36	99	190	289	11	‡	‡	‡	69	2	249	1	21	270	49	1	12258
	'35	105	108	213	25	‡	‡	‡	74	34	150	2	36	142	32	2	9988
	'34	79	132	211	29	1	1	3	71	22	23	7	41	208	3		7911
	'33		89	89	7	2	14	6	54	19	29	8	34	252	29		6597
	'32		195	195	38	2		18	87	19	39	3	22	253	102	10	5467
	'31		314	314	88			44	92	86	80	16	30	245	306	92	9933
	'30		376	376	68	15		45	114	103	90	26	127	239	289	194	10804
	'29		611	611	60			98	216	113	163	12	104	319	728	533	13577
New Jersey	'36	304	1118	1422	134	‡	‡	‡	469	56	3732	50	63	2516	225	3	111737
	'35	498	653	1151	238	‡	‡	‡	466	260	1926	42	156	1242	123	8	86049
	'34	354	742	1096	164	4	16	23	324	238	421	123	153	1510	82	12	61061
	'33		561	561	257	48	91	69	348	353	548	208	151	1648	475	150	56438
	'32		1127	1127	532	22		99	575	494	795	298	193	2251	1212	333	48339
	'31		2814	2814	1884			249	810	966	1218	433	350	2670	1972	1422	83097
	'30		3269	3269	914	212		406	1204	1350	2002	583	494	2958	2346	1871	98093
	'29		5872	5872	1292			731	2373	2431	3085	731	674	3949	5459	3295	122065
New Mexico	'36	20	44	64		‡	‡	‡	5	2	143		5	167	15	2	10881
	'35	31	22	53	10	‡	‡	‡	13	13	55		7	79	11		8311
	'34	14	11	25	11	3	1		1	16	5		6	109	5		6298
	'33		12	12	2					3	11	1	7	80	4	2	3716
	'32		22	22	5	4		1	7		10	1	2	46	19	8	2334
	'31		55	55	4			3	11	3	7	4	8	50	80	53	3916
	'30		78	78	16	4		2	42	3	24	3	8	78	135	78	7123
	'29		161	161	29			5	106	29	33	2	28	200	664	236	11513
New York	'36	1337	2704	4041	351	‡	‡	‡	1266	119	9542	102	201	5026	359	3862	303323
	'35	1392	1841	3233	592	‡	‡	‡	1874	679	6108	109	427	3051	196	47	242505
	'34	983	2403	3386	478	18	75	107	1527	846	1412	363	614	4791	265	61	179335
	'33		2192	2192	839	65	310	377	1525	1359	1901	531	658	5132	2506	200	175763
	'32		3971	3971	2160	46		460	1923	1604	2429	624	736	7618	4119	996	148322
	'31		7474	7474	5977			849	2666	2760	3320	916	1122	7676	7346	2537	232735
	'30		8525	8525	3227	407		1523	3623	3417	5360	1443	1447	8019	7837	4971	266211
	'29		16038	16038	3863			2122	6752	6135	8384	1764	1752	10524	19850	9776	332445
North Carolina	'36	87	124	211	13	‡	‡	‡	112	5	743		9	306	40	5	49364
	'35	114	57	171	39	‡	‡	‡	172	47	439	1	18	371	93	12	55990
	'34	86	70	156	59	60	43	1	134	60	33	5	11	498	118		45951
	'33		76	76	42	342	96	3	72	8	51	5	26	391	119	6	29191
	'32		47	47	115	219		2	32	24	55	10	6	224	154	27	15280
	'31		123	123	198			16	113	52	75	18	17	210	301	167	28088
	'30		270	270	29	52		46	230	66	131	17	25	205	439	147	33768
	'29		674	674	25			61	342	253	255	10	62	541	2544	698	64171
North Dakota	'36	92	64	156	1	‡	‡	‡	50	1	48		13	173	28	1	11095
	'35	109	73	182	6	‡	‡	‡	20	13	24		5	152	2	1	12612
	'34	31	31	62	1				2	12	1		4	176	3	4	7693
	'33		12	12	3	2			1	3			4	81	24	5	5263

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engr.; J. W. Wolf, pur. agt. **Chicago Rep.**—A. Alven, Engineering bldg. **Det. Rep.**—W. C. Little, A. W. Robbins, 1012 Ford bldg. **Adv. Agcy.**—Foltz-Wessinger, Inc., Lancaster, Pa.

BEARINGS INDUSTRY CORP., 1834 Broadway, New York. Ball bearings. S. Fabian Goodman, pres.; Edw. E. Goodman, secy.; M. E. Goodman, treas.
(See display advertising index)

BEARIUM METALS CORP., 258 State st., E. P. Langworthy, pres.; H. M. Ross, Rochester, N. Y. Bronze bearings, bars, castings, processed rods, ingot, processed lead. secy.

BEAR MFG. CO., 2030 5th ave., Rock Island, Ill. Wheel aliners, axle and frame straighteners, brake testers, headlight testers, wheel and steering alining equipment. Will Dammann, pres.; Henry W. Dammann, secy.-treas, pur. agt.; Edward Quekels, sales mgr.; Henry Wochner, chief engr.; W. C. Goldschmidt, adv. mgr. **Det. Rep.**—C. H. Tatham, 92 Moross rd., Grosse Point Farms, Mich. **Adv. Agcy.**—Van Auken-Ragland, Inc., 20 N. Wacker dr. bldg., Chicago.

BECK, C. D., & CO., Sidney, O. Motor coach bodies. C. D. Beck, gen. mgr.; R. I. Beck, sales mgr.; F. L. Beck, pur. agt.; Wm. Vossler, chief engr.

BECKER BROS. CARBON CO., 223 N. Ashland ave., Chicago. Carbon products, brushes, clutch rings, automotive generator and starter brushes. M. R. Rosen, gen. mgr.; B. E. Fischel, sales mgr.; B. F. Wallace, chief engr. **Det. Rep.**—David Babcock, 191 Brownell st., Birmingham, Mich.

BEE LINE MFG. CO., Box 569, Davenport, Ia. Frame and axle straightening and aligning equipment, hydraulic press, axle caster shims, wheel balance weights. H. Englehart, pres., secy.-treas., gen. mgr.; B. O. Roege, sales mgr., pur. agt., adv. mgr.; R. D. Smith, chief engr. **Det. Rep.**—R. G. Carleton, 1140 Dover ct., Davenport, Ia. **Adv. Agcy.**—Bawden Bros, Davenport, Ia.

BEHR-MANNING CORP., P. O. Drawer 74, Troy, N. Y. Abrasive papers and cloths. J. A. Manning, pres.; F. E. Gallagher, 1st vice-pres., gen. mgr.; T. S. Green, treas.; H. S. Turner and A. E. Liffiton, asst. treas.; H. M. Elliott, vice-pres., sales mgr.; A. J. Sidford, vice-pres.; M. E. Pesnel, secy., compt.; S. A. Barr, pur. agt.; J. O. Amstuz, chief engr.; Dr. N. E. Oglesby, chief tech.; A. J. Sidford, adv. mgr. **Det. Rep.**—E. H. Vickers, 5805 Lincoln ave.

BELDEN MFG. CO., 4647 W. Van Buren st., Chicago. Automotive wires and cables. J. C. Belden, pres., treas.; N. B. Parsons, vice-pres.; Whipple Jacobs, vice-pres.; A. Beutler, secy., pur. agt.; A. L. Wanner, compt.; H. W. Clough, sales mgr.; H. H. Wermine, chief engr. **Det. Rep.**—Shelton Wright, 2-238 General Motors bldg. **Adv. Agcy.**—Fensholt Co., 360 N. Michigan blvd., Chicago.

BELFLEX CORP., 2012 Sylvania ave., Toledo, O. Rubberized fabric mountings. W. Barton Eddison, pres.; Harvey W. Bell, vice-pres.; Arthur J. Johnson, secy.-treas.; Dale B. Flickinger, sales engr.

BELL and HOWELL CO., 1801 Larchmont ave., Chicago. Motion picture equipment, filmosound 16 mm., sound film projectors, projection screens. J. H. McNabb, pres., treas.; C. A. Ziebarth, secy.; J. G. Llewellyn, sales mgr.; A. S. Howell, chief engr.; H. R. Cleland, pur. agt.; E. A. Reeve, adv. mgr. **Det. Rep.**—C. Rulapaugh, 805 Catalpa drive, Royal Oak, Mich. **Adv. Agcy.**—Henri, Hurst and McDonald, Chicago.
(See display advertising index)

BENDER BODY CO., exec. offices, W. 62nd and Denison ave., Cleveland, O.; trailer div., 400 Clark st., Elyria, O. House and display trailers, bus bodies, coach bodies, school buses, ambulances, hearses. Herman Bender, pres., gen. mgr.; John Bender, vice-pres., secy.; Joseph Bender, treas.; J. H. Teachout, chief engr.; Bert Graves, pur. agt.; Edwin J. Speh, adv. mgr. **Det. Rep.**—Grand Mtr. sales Co., 12345 Woodward ave. **Adv. Agcy.**—Bayless-Kerr, Hanna bldg., Cleveland, O.

BENDIX AVIATION CORP., New York, South Bend, Chicago. Mechanical brakes, hydraulic brakes, vacuum controlled power brakes, automotive air brakes, automatic clutch control, gear shift, automatic starter drive, non-stallable idle carburetor, automatic choke control, automotive magnetos, brake testers, chassis-servicing equipment, air horns, instruments, lubrication equipment, battery ignition. Vincent Bendix, pres., gen. mgr.; H. A. Gossner, secy.; Walter J. Buettner, vice-pres., treas.; Victor W. Kliesrath, vice-pres. & director of automotive engrg.; Charles Marcus, vice-pres.; W. L. McGrath, vice-pres.
(See display advertising index)

BENDIX PRODUCTS CORP., South Bend, Ind. Brakes, vacuum controlled power brakes, automatic clutch control, gear shift, non-stallable idle carburetor, automatic clutch control, brake testers, chassis-servicing equipment, industrial ventilating fans and rolling ball universal joints. Vincent Bendix, pres. and gen. mgr.; Walter J. Buettner, vice-pres. and treas.; Victor W. Kliesrath, vice-pres., dir. of engr.; Frank B. Willis, vice-pres., chge. of sales; John P. Mahoney, vice-pres., chge. of mfg.; H. A. Gossner, secy.; W. H. Houghton, compt.; C. E. Budd, dir. of pur.; D. L. Gallup, chief engr. brake div.; O. C. Holaday, ser. sales mgr. **Det. Rep.**—Allen C. Chambers, brake div.; R. C. Allan, carb. div., 8-204 General Motors bldg. **Adv. Agcy.**—Roche, Williams & Cunnyngham.
(See display advertising index)

BENDIX-ECLIPSE OF CANADA, Ltd., Argyle rd., Walkerville, Ont. Drives, vacuum brakes,

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brakes, air brakes, carburetors and chokes, automatic clutch control, aviation starter and generator. R. W. Keeley, pres., gen mgr.; W. L. McGrath, vice-pres.; W. J Buettner vice-pres., treas.; H. A. Gossner secy.; J. C. Blonde, service mgr. Det. Rep. —R. W. Keeley, S-204 General Motors bldg. Adv. Agcy.—Roche, Williams & Cunnyngham, Inc., 310 S. Michigan ave., Chicago.

BENDIX - WESTINGHOUSE AUTOMOTIVE AIR BRAKE CO., 5001 Centre ave., Pittsburgh, Pa. Air brakes, air gear shift, air clutch control, air horns, air steering, etc. V. Bendix, pres.; S. G. Down, vice-pres.; H. A. Gossner, secy.; W. J. Buettner, treas.; R. M. Heinrichs, vice-pres., gen. mgr.; D. H. Robinson, service mgr.; D. W. Scott, adv. mgr. Det. Rep.—R. L. Morrison, dist. mgr., General Motors bldg.

BERGER MFG. CO., 1038 Belden ave., N.E., Canton, O. Parts bins, panelistic fronts, display panels, counters, tables, display merchandisers' shelving, steel. L. S. Hamaker, pres., gen. mgr.; W. C. Gubbins, secy.; O. W. Chaffee, treas.; J. W. Strong, sales mgr.; Paul Vignos, chief engr.; Karl Foltz, pur. agt. Det. Rep.—L. R. Sherwood, 2008 Fisher bldg. Adv. Agcy.—Meldrum & Fewsmith, Cleveland, O.

BERGMAN TOOL MFG. CO., 1573-75 Niagara, Buffalo, N. Y. Pliers: combination, tools: battery service (Blue Bird), snips; tinners, wrenches: adj. engineers 22½°. J. E. Bergman, gen. mgr., pur. agt.; R. W. Kempner, sales mgr.

BERRY BROS., Inc., 211 Leib st., Detroit. Enamels, lacquers, house paints, synthetic enamels. Thurlow J. Campbell, pres.; Thomas Berry Colby, vice-pres.; Charlotte B. Sherrard, vice-pres.; Frederick L. Colby jr., secy-treas.; C. L. Forgey, sales mgr., adv. mgr.; Homer Dedenback, pur. agt. Adv. Agcy.—Maxon, Inc., 2761 E. Jefferson ave., Detroit.

BIJUR LUBRICATING CORP., 22-08 Forty-Third ave., L. I. City, N. Y. Chassis lubricating equipment, oil. E. H. Kocher, pres., gen. mgr.; T. R. Thomas, sales mgr., chief engr.; Wm. Knoll, pur. agt. Det. Rep.—F. M. Hewitt, 16559 Kentucky ave.

BINKS MFG. CO., 3114 Carroll ave., Chicago. Spray painting equipment, spray guns, spray booths, compressors, engine cleaners, oil guns, car washers. J. F. Roche, pres., gen. mgr., sales mgr.; J. C. Johnson, secy.-treas.; S. Bramsen, chief engr.; B. W. Kinder, pur. agt.; E. F. Watts, adv. mgr. Det. Rep.—A. W. Christenson, 2830 E. Grand blvd.

BISHOP and BABCOCK MFG. CO., 4901 Hamilton ave., Cleveland, O. Thermostats, hot water heaters. F. N. Mizer, pres. and gen. mgr.; E. L. Mayo, vice-pres.; W. C. Linehan, treas.; H. J. Lamoureux, sales mgr.; H. F. Findley, chief engr.; A. C. Mader, pur. agt.; L. G. Zarbock, sales promotion mgr.. Det. Rep.—L. M. Payne.

BLACK & DECKER MFG. CO., Towson, Md. Portable electric drills, sanders, grinders; bench electric grinders; electric valve refacers, valve seat grinders; portable electric polishers, heat guns. S. Duncan Black, pres.; Chas. A. Sacra, secy.; P. J. Nagell, treas.; A. G. Decker, gen. mgr.; R. D. Black, sales mgr.; B. B. Ramey, chief engr.; C. B. Mann, pur. agt.; J. P. Aspey jr., adv. mgr. Det. Rep.—J. M. Schreiner 2818 E. Grand blvd. Adv. Agcy.—Van Sant, Dugdale & Co., Baltimore, Md.

BLACKHAWK MFG. CO., 120 N. Broadway, Milwaukee, Wis. Socket wrenches, open-end wrenches, hydraulic jacks, hydraulic service jacks, hydraulic equipment. H. P. Brumder, pres.; John Merker, secy.; W. P. Ferris, sales mgr.; E. M. Pfauser, chief engr.; Gerry Schwarm, pur. agt.; G. H. Goehrig, adv. mgr. Det. Rep.—Don Yarger, 1780 W. Grand blvd. Adv. Agcy.—Klau-Van Pietersom - Dunlap Associates, Inc., Milwaukee, Wis.

G. S. BLAKESLEE & CO., 19 st. and 52 ave., Cicero, Ill. Solvent degreasing machines, degreasing solvent. G. R. Blakeslee, pres.; M. B. Pickett, secy.; J. W. Dammers, treas, sales mgr.; W. N. Reiners, pur. agt. Det. Rep.—H. A. Sparrow, 18077 Roselawn.

B-L ELECTRIC MFG. CO., 1828 Washington ave., St. Louis, Mo. Rectifier units, battery booster chargers, laboratory rectifiers, auto radio filterpac. Harold J. Wrape, pres.; C. R. Ogle, secy.; Carl Hambuechen, treas.

BLOCKSOM & CO., Fifth and Canal sts., Michigan City, Ind. Curled hair, woven hair, rubberized curled hair, insulation. B. H. Blocksom, pres., adv. mgr.; R. Z. Blocksom, vice-pres.; D. R. Glad, treas., pur. agt.; H. J. Thompson, sales mgr. Det. Rep.—A. E. Burridge, 603 New Center bldg., Second blvd.

BOHN ALUMINUM & BRASS CORP., 1400 Lafayette bldg., Detroit. Aluminum and brass castings, engine bearings, aluminum pistons and cylinder heads, brass, bronze and aluminum forgings and extrusions, brass screw machine rods. Chas. B. Bohn, pres., gen. mgr.; S. D. Den Uyl, secy.; P. A. Markey, vice-pres., treas.; H. W. Holt, vice-pres., sales mgr.; D. E. Anderson, chief engr.; L. F. Staffin, pur. agt.; C. M Adams, adv. mgr.

BOND ELECTRIC CORP., 257 Cornelison ave., Jersey City, N. J. Anti-freeze, radiator cement, cooling system cleanser, gasket magma, rust inhibitor, automobile polish, ignition impulser, radiator cleaning equip. (pneumatic scale cracker), "B" batteries, generator condensers, flushing equip, flushing kit. C. B. Plante, pres.; G. L. Sexton, vice-pres., gen. sales mgr.; J. W. Baer, gen. wks. mgr.; H. P. Hill, pur. agt.; F. Keyler, adv. mgr. Adv. Agcy.—O. S. Tyson, 230 Park ave., New York City.

BONNEY FORGE & TOOL WORKS, Allentown, Pa. Sockets, handles, wrenches, chrome-vanadium, carbon steels, chisels, punches, hammers, screw drivers, pliers, miscellaneous tools, commercial drop forgings, weldolets, thredolets. Fred S. Durham, pres., gen. sales mgr.; A. J. Male, secy.-treas., sales

(Continued on Next Page)

New Passenger Car Registrations By Makes

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDSON GR'P		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	*Buick	Cadillac	Chevrolet	LaSalle	**Oldsmobile	†Pontiac	Totals	§Terraplane	Hudson	Totals
N. Dak. (con't.)	'32	43	26	79	295	443	1188	2	1190	119	1	1591		69	118	1898	32	10	42
	'31	143	28	181	314	666	2246	9	2255	218	3	2817	2	120	370	3530	64	38	102
	'30	215	104	215	413	947	5297	3	5300	266	1	3927	7	199	482	4882	187	69	256
	'29	343	244	563	754	1904	9985	9	9994	535	4	5284	15	473	1207	7518	604	155	759
Ohio	'36	4355	3543	18216	37519	63633	55052	801	55853	9011	689	65020	838	12651	14312	102521	7064	1525	8589
	'35	2779	2203	12465	27843	45290	52077	131	52208	4532	365	40112	685	10511	10619	66824	4756	1615	6371
	'34	2006	884	6565	24740	34195	34288	106	34394	3624	262	33708	329	5112	4529	47564	3259	1343	4602
	'33	1999	2051	7450	21211	32711	20068	95	20163	2311	276	27452	258	2148	5005	37450	2657	204	2861
	'32	1443	2566	1718	8179	13906	15108	165	15273	2095	348	16712	203	1459	3058	23875	2154	497	2651
	'31	3043	2500	2611	7165	15319	29727	166	29893	3604	532	31126	310	3287	6132	44991	2972	1087	4059
	'30	3188	2572	3376	4826	13962	63154	232	63386	5458	673	34262	518	3933	6795	51639	4591	2050	6641
	'29	4565	4365	5963	5400	20293	83196	393	83589	9392	754	50948	900	9261	15463	86718	17557	4735	22292
Oklahoma	'36	724	418	3026	6668	10836	14187	260	14447	2220	136	19539	171	2622	3162	27850	974	225	1199
	'35	572	306	2821	6432	10131	16668	33	16701	1382	60	16629	157	2677	2788	23693	697	260	957
	'34	432	168	1703	5762	8065	11247	29	11276	1032	54	13530	74	1479	1599	17768	566	289	855
	'33	322	224	1891	3904	6341	5796	17	5813	660	44	13208	40	402	1406	15760	186	24	210
	'32	273	281	633	1277	2464	4477	24	4501	634	64	7145	27	174	809	8853	130	46	176
	'31	436	126	1004	769	2335	6991	23	7014	1062	98	10185	37	215	1029	12626	135	130	265
	'30	762	408	1779	939	3888	22085	49	22134	2459	133	17607	128	519	1743	22589	417	250	667
	'29	1430	811	4261	1649	8151	37938	52	37990	4154	116	23117	250	1030	4468	33135	1741	670	2411
Oregon	'36	729	707	3008	5063	9507	8455	272	8727	1625	80	10714	170	1678	2013	16280	1337	374	1711
	'35	461	314	1780	3792	6347	6900	15	6915	563	37	5697	89	1095	1226	8707	796	345	1141
	'34	281	151	815	2732	3979	3560	15	3575	357	27	3688	38	385	431	4926	317	222	539
	'33	227	201	695	1821	2944	2304	20	2324	245	13	3074	10	118	385	3845	249	13	262
	'32	174	157	158	611	1100	1730	26	1756	305	19	1906	10	122	205	2567	90	48	138
	'31	398	289	354	611	1652	4282	20	4302	615	47	4612	27	259	507	6067	144	113	257
	'30	420	329	531	473	1753	9084	30	9114	1039	36	5175	48	362	728	7388	495	254	749
	'29	638	398	1142	874	3052	12873	37	12910	1389	44	6985	78	781	1583	10860	1322	437	1759
Pennsylvania	'36	6876	4232	23095	49748	83951	52112	1024	53136	15060	854	61713	1105	15519	14291	108542	6468	1555	8023
	'35	4627	2532	16182	33711	57052	53352	193	53545	7939	549	40343	943	11775	11187	72736	4152	1468	5620
	'34	3446	989	8912	28338	41685	35898	162	36060	5991	381	35934	383	6411	6796	55896	3315	1435	4750
	'33	3499	1843	8371	22809	36522	22557	177	22734	4311	361	33039	374	3840	7799	49724	3088	229	3317
	'32	3293	2557	2857	12504	21211	18337	233	18570	4686	493	24583	445	2213	4470	36890	2715	742	3457
	'31	5885	2723	4795	9709	23112	33836	278	34114	8327	988	42325	729	4232	7123	63724	4015	1587	5602
	'30	7083	3510	5759	7187	23539	71565	296	71861	10671	932	39093	1037	4667	7407	63807	5629	2807	8436
	'29	8682	4938	8452	7092	29164	76782	390	77172	13373	1089	45015	1832	7879	13103	82291	16895	5265	22160
Rhode Island	'36	434	352	1372	3812	5970	3410	86	3496	1074	118	4340	112	1290	989	7923	503	121	624
	'35	322	238	1122	2831	4513	3689	27	3716	597	42	3327	68	715	780	5529	230	107	337
	'34	226	120	494	2396	3236	2867	15	2882	514	43	2928	37	432	557	4511	268	127	395
	'33	286	321	429	2038	3074	2039	19	2058	395	20	2994	41	187	786	4423	319	26	345
	'32	283	329	197	1100	1909	1428	23	1451	467	47	1914	51	115	498	3092	292	64	356
	'31	593	498	452	717	2260	3244	32	3276	863	103	3508	94	176	880	5624	413	139	552
	'30	606	516	520	396	2038	5345	34	5379	958	92	3038	112	281	701	5182	451	204	655
	'29	880	719	814	530	2943	4793	42	4835	1250	153	3539	266	484	1271	6963	1275	333	1608
South Carolina	'36	261	135	1342	3706	5444	6074	70	6144	722	28	8462	31	628	699	10570	822	85	907
	'35	191	83	1139	2936	4349	7591	12	7603	441	7	7974	15	831	828	10096	562	94	656
	'34	212	60	730	3002	4004	6077	5	6082	352	8	7207	11	418	507	8503	433	148	581
	'33	125	58	617	2464	3264	3352	2	3354	165	2	6188	3	107	477	6942	316	8	324
	'32	93	114	139	409	755	2292	5	2297	181	6	2738	8	59	195	3187	134	40	174
	'31	306	184	263	538	1291	5110	3	5113	373	10	6103	16	146	413	7061	191	104	295
	'30	323	216	288	350	1177	8989	9	8998	561	10	6143	26	129	376	7245	245	157	402
	'29	512	380	483	577	1952	15278	10	15288	813	22	8761	42	358	1129	11125	720	354	1074
South Dakota	'36	199	113	785	1920	3017	3349	38	3387	543	5	4533	11	527	517	6136	313	61	374
	'35	151	170	633	1955	2909	4171		4171	323	2	3868	13	591	581	5378	317	106	423
	'34	80	39	285	985	1389	1914	3	1917	162		2569	3	262	242	3238	201	57	258
	'33	64	51	260	749	1124	1077	2	1079	73	4	1811	2	138	245	2273	71	4	75
	'32	95	61	129	362	647	1093	2	1095	108	2	1379	7	151	143	1790	50	15	65
	'31	257	125	381	520	1283	2552	2	2554	265	4	3321	2	453	311	4356	111	54	165
	'30	347	95	525	660	1627	7302	6	7308	389	5	5447	9	689	491	7030	282	133	415
	'29	410	233	1009	1088	2740	10998	2	11000	814	7	7053	17	1047	1220	10158	866	224	1090
Tennessee	'36	575	30	3051	6514	10441	9994	140	10134	1357	91	13563	148	1448	1463	18070	853	129	982
	'35	391	290	2202	5954	8837	11511	21	11532	836	47	11604	118	1353	1346	15304	670	171	841
	'34	275	113	1003	4774	6165	8155	30	8185	556	30	9637	45	710	560	11538	557	162	719
	'33	249	137	695	3752	4833	4121	16	4137	250	23	7838	19	273	563	8966	387	15	402
	'32	219	159	324	1114	1816	3195	16	3211	289	33	4489	31	140	225	5207	233	38	271
	'31	333	205	618	1068	2224	7427	24	7451	655	44	9446	36	331	487	10999	296	96	392
	'30	614	306	951	723	2594	17158	42	17200	1296	82	11038	108	421	749	13694	589	227	816
	'29	918	508	1756	987	4169	23020	48	23068	1723	116	14456	243	703	1690	18931	1812	368	2180
Texas	'36	2216	1030	7939	20789	31974	39384	664	40048	5614	413	55300	497	7017	5563	74404	3531	704	4235
	'35	1927	858	6411	18030	27226	44351	72	44423	3661	203	43034	408	5606	6194	59106	2065	666	2731
	'34	1521	390	3714	15747	21372	32296	50	32346	2826	137	37997	198	2406	3477	47041	1402	575	1977
	'33	1083	430	2674	11239	15426	18462	47	18509	1557	78	37116	57	723	3353	42884	701	36	737
	'32	878	529	907	2460	4774	13620	64	13684	1786	123	18592	86	328	1438	22353	443	126	569
	'31	1635	973	1843	2496	6947	22835	60	22895	3132	215	28703	134	599	1919	34702	549	326	875
	'30	1999	1856	2874	2453	9182	51508	121	51629	5532	275	38118	268	957	3056	48206	943	455	1398
	'29	3301	3815	6335	4055	17506	84294	136	84430	8267	302	56111	475	2564	8392	76111	3815	1234	5049
Utah	'36	203	328	1224	2079	3834	3140	101	3241	439	18	3731	22	611	435	5256	459	144	603
	'35	166	211	886	1556	2819	2975	6	2981	192	11	2567	31	526	416	3743	213	104	317
	'34	126	52	441	1123	1742	1846	7	1853	202	8	1939	9	175	175	2508	179	121	300
	'33	79	70	272	1026	1447	923	6	929	132	7	1432	3	113	180	1867	140	9	149
	'32	11	54	67	175	307	725	5	730	131	7	883	4	57	108	1190	102	36	138
	'31	92	69	183	98	442	1700	5	1705	255	25	1909	11	87	188	2475	153	117	270
	'30	174	170	307	111	762	4243	8	4251	393	30	2482	20	163	300	3388	308	128	436
	'29	244	239	584	251	1318	6131	13	6144	549	49	3570	45	345	555	5113	882	280	1162
Vermont	'36	150	86	539	1349	2124	1733	33	1766	515	24	2169	38	465	466	3677	283	90	373
	'35	162	62	349	1122	1695	1899	3	1902	292	10	1673	37	454	412	2878	226	126	352
	'34	91	22	205	805	1123	1216	1	1217	226	12	1225	20	215	257	1955	232	103	335

in States from 1929 through 1936

STATES		NASH GROUP			NON-AFFILIATED MANUFACTURERS												
		LaFayette	Nash	Totals	§§Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	††Studebaker	‡‡Willys	Miscellaneous	Totals
N. Dak. (con't.)	'32		48	48	5				18	13	3		3	111	171	14	3959
	'31		105	105	31				61	23	3		14	136	396	89	7411
	'30		238	238	8	12		6	104	17	17		17	220	586	251	12861
	'29		584	584	19			9	257	65	45	3	21	330	1929	644	24081
Ohio	'36	992	1597	2589	156	‡	‡	‡	1495	89	4360	32	221	4200	1125	2	244865
	'35	949	951	1900	313	‡	‡	‡	1428	439	2043	37	262	2541	725	7	180388
	'34	631	733	1364	588	12	82	19	1278	584	304	106	249	2627	471	6	128445
	'33		637	637	435	47	409	70	901	422	555	125	204	2401	1759	63	101213
	'32		985	985	853	16		130	863	810	592	85	220	2192	2214	296	64961
	'31		1977	1977	2296	88		279	1136	1123	840	205	387	2504	5178	1605	111880
	'30		2687	2687	941	207		607	1859	1560	1631	309	702	3071	5881	3246	158329
	'29		6015	6015	1419			674	4341	3315	2624	413	939	5181	19107	9140	266060
Oklahoma	'36	193	259	452	67	‡	‡	‡	130	37	535	17	109	802	123	1	56605
	'35	239	151	390	55	‡	‡	‡	184	44	367	10	16	546	18	4	53116
	'34	112	100	212	295	5	1	1	179	129	65	13	34	469	10		39377
	'33		91	91	104	4	4	5	56	27	41	24	18	335	69	12	28914
	'32		108	108	107	6		11	54	53	103	25	28	297	215	26	17027
	'31		182	182	124			30	91	77	129	50	39	304	338	146	23750
	'30		507	507	88	71		92	314	222	314	112	140	473	1205	382	53198
	'29		1332	1332	221			118	701	505	516	128	393	1068	5240	898	92807
Oregon	'36	423	580	1003	21	‡	‡	‡	609	23	566	4	75	1317	609	8	40460
	'35	231	249	480	49	‡	‡	‡	533	70	266	5	62	651	520	3	25749
	'34	61	106	167	15	14		6	345	43	34	9	49	360	248		14309
	'33		119	119	18	20	15	17	177	19	41	10	40	208	57	7	10123
	'32		208	208	38	2		11	137	14	40	8	28	260	143	41	6491
	'31		292	292	140			43	326	47	63	32	71	385	198	343	14218
	'30		326	326	49	84		86	399	180	131	28	134	522	371	797	22111
	'29		717	717	94			115	426	270	179	46	209	823	1279	1877	34616
Pennsylvania	'36	1318	2501	3819	186	‡	‡	‡	1581	194	7021	101	233	6090	320	84	273281
	'35	1478	1652	3130	333	‡	‡	‡	1453	761	4005	130	362	2561	157	91	201936
	'34	860	1328	2188	388	37	41	28	1301	723	699	147	387	2627	149	59	147165
	'33		965	965	394	189	247	133	1055	820	979	163	364	2587	1099	133	121425
	'32		1908	1908	1029	157		233	1332	1875	1095	194	367	3297	3270	455	95340
	'31		3540	3540	2836			611	2180	1814	1719	382	440	3562	4992	2238	150866
	'30		4721	4721	1069	412		750	3156	2593	2975	706	964	4530	5692	4041	199252
	'29		8761	8761	1800			1216	5149	4618	4795	984	1355	6145	14499	8697	268806
Rhode Island	'36	98	222	320	19	‡	‡	‡	70	3	527	8	12	278	7	52	19309
	'35	91	108	199	9	‡	‡	‡	59	51	223	15	40	99	6	14	14810
	'34	70	199	269	20	1		7	82	65	45	42	82	180	16	2	11835
	'33		147	147	23	3	9	24	67	68	46	45	71	222	119	5	10749
	'32		171	171	79	7		39	100	86	72	47	47	288	178	36	7958
	'31		333	333	310			55	159	161	107	92	155	346	285	118	13833
	'30		335	335	113	24		66	181	158	218	109	264	333	459	208	15722
	'29		748	748	191			175	584	282	359	138	359	544	1033	618	21380
South Carolina	'36	16	38	54	8	‡	‡	‡	9	8	439		7	325	105		24020
	'35	19	17	36	37	‡	‡	‡	32	65	218		3	175	134	15	23419
	'34	17	28	45	65	47	9	2	36	62	22	1	9	271	156	1	19896
	'33		24	24	28	231	16		17	34	16	1	7	114	218	1	14591
	'32		17	17	43	119		1	11	52	21		8	82	42	2	6811
	'31		52	52	69			6	31	94	35	5	25	121	66	57	14321
	'30		134	134	2	39		13	60	99	81	2	41	145	104	80	18622
	'29		262	262				34	103	150	106	5	48	202	671	214	31234
South Dakota	'36	119	92	211	3	‡	‡	‡	18	10	123		16	249	12		13556
	'35	140	109	249	3	‡	‡	‡	24	33	73	1	32	229	5	1	13531
	'34	60	48	108	1	1	4		13	18	1		11	235	3		7197
	'33		25	25	5	1	7	1	21	22	8	1	6	177	22	2	4849
	'32		40	40	10	6			27	34	6	1	2	178	82	18	4001
	'31		103	103	31			1	42	100	23	1	11	213	324	142	9349
	'30		233	233	22	16		12	107	157	51	6	50	350	655	344	18383
	'29		577	577	61			8	360	290	64	2	64	570	2404	985	30373
Tennessee	'36	208	267	475	11	‡	‡	‡	98	18	622	1	14	758	328	7	41959
	'35	211	208	419	34	‡	‡	‡	218	63	411	4	8	448	314	14	38447
	'34	159	94	253	18	56	12	6	198	69	49	4	7	548	245	5	28077
	'33		78	78	26	308	184	5	97	22	51	5	14	440	303	9	19880
	'32		117	117	82	131		13	94	82	68	13	16	325	227	23	11696
	'31		213	213	177			22	189	180	92	28	35	522	449	165	23138
	'30		318	318	66	100		55	362	328	223	93	70	731	817	244	37711
	'29		1017	1017	94			81	567	472	367	65	119	1037	2397	647	55211
Texas	'36	419	523	942	88	‡	‡	‡	327	37	2187	34	86	3366	266	1	157995
	'35	403	309	712	216	‡	‡	‡	361	245	1187	49	116	2012	313	29	138726
	'34	259	232	491	194	69	20	3	314	212	130	64	78	2079	228	4	106622
	'33		156	156	174	120	86	25	275	144	128	46	27	1439	265	6	80447
	'32		258	258	247	35		39	320	185	159	73	104	1257	466	71	44594
	'31		739	739	238			64	561	426	287	157	255	1530	968	495	71139
	'30		1105	1105	157	219		184	884	539	525	226	581	1732	2052	1296	119915
	'29		2889	2889	260			285	1886	1231	737	330	1153	2979	9953	2887	207686
Utah	'36	124	183	307	27	‡	‡	‡	273	11	247		8	520	71		14398
	'35	142	155	297	14	‡	‡	‡	189	35	144		9	262	15		10825
	'34	54	85	139	18	14	2		109	13	11		12	165	1		6887
	'33		65	65	7	7	9	5	65	10	21		13	88	20	2	4704
	'32		66	66	28			4	66	23	35	1	7	92	23	19	2729
	'31		164	164	56			16	135	60	29	4	24	137	97	117	5731
	'30		227	227	86	16		34	195	67	77	8	37	188	96	333	10201
	'29		429	429	43			45	363	188	126	7	59	297	627	888	16809
Vermont	'36	62	59	121		‡	‡	‡	20	2	216	2	5	87	19	1	8413
	'35	59	36	95	8	‡	‡	‡	29	17	139	2	8	62			7187
	'34	34	31	65	12	2		1	42	10	25	3	11	84	7		4892

Who's Who

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mgr., tool div.; J. E. Durham jr., gen. mgr.; L. J. MacGregor, chief engr.; C. M. Brobst, pur. agt.; S. R. Robinson, adv. mgr. **Det. Rep.**—H. D. Wixson, 503 New Center bldg. **Adv. Agcy.**—Van Sant, Dugdale & Co., Baltimore, Md.

BOOTH FELT CO., Inc., 463 19th st., Brooklyn. Wool felt washers, gaskets, strips, wicks and other cut felt parts. Nelson E. Booth, pres., treas., adv. mgr.; Edwin W. Booth, secy., pur. agt.; J. H. Murray, asst. treas.; R. S. Stevens, sales mgr.; L. Dow Croninger, chief engr.

BORG & BECK DIV., Borg-Warner Corp., 6558 S. Menard ave., Chicago. Motor vehicle clutches. G. W. Borg, pres.; M. Keck, secy.; C. Bissell, treas.; D. E. Gamble, vice-pres., gen. mgr.; C. M. Ahlene, sales mgr.; H. Nutt, chief engr.; L. R. Seen, pur. agt.; C. C. Blanchard, serv. mgr. **Det. Rep.**—John Skantze, 4-146 General Motors bldg. **Adv. Agcy.**—McCann & Erickson, 910 S. Michigan ave., Chicago, Ill.

(See display advertising index)

BORG-WARNER CORP., 310 S. Mich. ave., Chicago. Automotive parts. G. W. Borg, chr. of bd.; C. S. Davis, pres.; H. E. Blood, J. L. Dryden, R. C. Ingersoll, vice-pres.; Mathew Keck, secy.-treas.; R. W. Dose, asst. secy.-treas.; K. E. Lyman, tech. asst. to pres.; E. C. Gritzbaugh, pat. counsel; G. A. Shallberg, gen. counsel; F. H. Lockwood, pub. dir.

(See display advertising index)

BORG-WARNER INTERNATIONAL CORP., 310 S. Michigan ave., Chicago. R. W. Gifford, pres., gen. mgr.; Mathew Keck, secy.-treas.; Johnson S. Davis, sales prom. mgr.; C. E. Weisse, vice-pres.

BORG-WARNER SERVICE PARTS CO., 310 S. Michigan ave., Chicago. Mathew Keck, pres.; A. C. Darling, vice-pres., gen. mgr.; R. W. Dose, secy.-treas.; W. E. Walpole, asst. sec.-treas.; W. E. Salter, sales mgr.

BOUND BROOK OIL-LESS BEARING CO., Bound Brook, N. J. Graphite and bronze bearings, bushings and washers, self-lubricating bearings, bushings and washers, impregnated wood bearings, bushings and washers, castings (brass-bronze), bars (bronze). W. F. Jennings, pres.; H. O. Johnson, sales mgr.; C. Claus, chief engr.; A. K. Smith, pur. agt. **Det. Rep.**—Moore Kelly, 279 Trowbridge ave.

BOWES "SEAL-FAST" CORP., 222-232 N. Pine st., Indianapolis, Ind. Chemical auto products, sundries, accessories. Robert M. Bowes, pres., sales mgr.; Chas. E. Bowes, vice-pres., pur. agt.; James B. Marshall, secy.; M. F. Watson, treas.; Ralph Deickmann, chief engr.; Dave Henderson, adv. mgr. **Det. Rep.**—Melvin W. Crawford, 1429 E. Hancock ave. **Adv. Agcy.**—Leo Burnett Co., Inc., Chicago, Ill.

S. F. BOWSER & CO., INC., 1302 E. Creighton ave., Fort Wayne, Ind. Meters, pipe line, gasoline, lacquer and lacquer solvents, oil, transmission and differential filling, crankcase filling; power pumps; meter recording printers; lubricators; force feed oiling systems; pumps, gasoline filling station. H. J. Grosvenor, vice-pres.; E. D. Eggimann, secy.-treas.; E. C. Marsh, sales mgr.; C. P. Griffith, chief engr.; F. B. McKay, pur. agt.; H. J. Slack, adv. mgr. **Det. Rep.**—D. G. Price, 2051 W. Lafayette blvd.

BRANDT-WARNER MFG. CO., Loucks' Mill rd., York, Pa. Axle shafts. W. C. Bulette, pres., gen. mgr.; N. McBoddy, secy.; E. F. Weiser, treas.; D. Frank Magee, sales mgr.; C. S. Pressel, pur. agt., adv. mgr.

BREWER-TITCHENER CORP., 111 Port Watson st., Cortland, N. Y. Automobile hardware. E. A. Brewer, pres., treas.; J. H. Greene, secy.; M. E. Maxon, sales mgr.; D. A. Brewer, pur. agt., vice-pres.; W. A. Bruce, adv. mgr. **Det. Rep.**—L. B. Auger, 2988 E. Grand blvd.

BRIDGEPORT COACH LACE CO., 194 Holland ave., Bridgeport, Conn. Narrow woven fabrics, upholstery trimmings, top fabrics. H. B. Naramore, pres., gen. mgr., pur. agt.; E. J. Morrell, secy.; T. N. Wakeman, treas., adv. mgr. **Det. Rep.**—G. L. Guimond, 4-142 General Motors bldg.

BRIDGEPORT HARDWARE MFG. CORP., 461 Iranistan ave., Bridgeport, Conn. Screw drivers, wrenches, pliers, mechanics hand tools. Willis F. Hobbs, pres.; John F. Windsor, secy.; Harry B. Curtis, treas.

BRIGGS CLARIFIER CO., 3262 K. st., Washington, D. C. Oil filter. S. W. Briggs, pres.; William Furey, secy.-treas.; Chase Donaldson, vice-pres.; Allyn Wright, sales mgr.; Walter C. Bauer, chief engr.; Arnold Freshman, pur. agt. **Det. Rep.**—Charles Magee, 155 Highland ave. **Adv. Agcy.**—C. Frederick Bell, New York.

BRIGGS MFG. CO., Detroit, Mich. Automobile bodies, drawn steel plumbing ware fixtures. W. P. Brown, pres., gen. mgr.; M. L. Briggs, vice-pres.; W. Dean Robinson, vice-pres., asst. gen. mgr.; H. W. Griffith, secy.; Robert Pierce, treas.; A. D. Blackwood, asst. secy.-treas.; A. J. Wettlaufer, sales mgr.; E. E. Lundberg, vice-pres. in chge. of engr.; F. J. Kennedy, vice-pres. in chge. of mfg.; John Tjaarda, chief designer; W. J. Cleary, pur. agt.

BRIGGS MFG. CO., 11631 Mack ave., Detroit. Automobile bodies, body parts, sheet metal stampings, drawn metal plumbing ware. Walter O. Briggs, pres.; H. W. Griffith, secy.; R. Pierce, treas.; W. P. Brown, gen. mgr.; A. J. Wettleufer, sales mgr.; E. E. Lundberg, chief engr.; W. J. Cleary, pur. agt.

BRIGHT STAR BATTERY CO., 300 Crooks ave., Clifton, N. J. Flashlights, flashlight batteries, dry cells, radio batteries. I. Korotzky, pres.; A. I. Barash, secy-treas., pur. agt.; A. Desomone, chief engr.

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BRIGGS & STRATTON CORP., 2711 N. 13th st., Milwaukee, Wis. Automotive locks, metal spring covers, oil cleaners, small gasoline motors. C. L. Coughlin, pres.; L. G. Regner, secy.; E. Bodendoerfer, treas.; E. V. Oehler, sales mgr., adv. mgr.; J. F. Bode, pur. agt.; E. Jacobi, chief engr. **Det. Reps.**—H. J. Meakin and H. L. Blood, New Center bldg. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Associates, Milwaukee.

BROCKWAY MOTOR CO., Inc., Cortland, N. Y. Motor trucks: gas and electric, buses and cabs. Geo. A. Brockway, chr. of bd.; Geo. S. Piroumoff, pres.; F. C. Odell, secy.-treas.; W. H. Pillars, asst. secy.; V. A. Phillabaum, asst. treas.; R. S. Reed, chief engr.; C. M. Bigelow, body engr.; R. N. Sears, factory engr.; C. C. Severance, prod. mgr.; A. H. Campbell, plant supt.; Chas. Creque, traffic mgr.; Wm. S. Eddy, wks. mgr. in chge. of pur.; P. L. Springer, mgr. tech. svc.; H. O. Keller, mgr. parts svc.; W. F. Blanden, asst. gen. sales mgr.; Jos. Gossner, vice-pres. in chge. of export, Brockway Motor Co., Inc., 44 Whitehall st., New York City; G. D. Shira, adv. mgr.

BROWN, ANDREW, CO., 5431 S. Riverside dr., Los Angeles, Calif. Automotive lacquers and synthetics. Andrew Brown, pres., sales mgr.; W. E. Moore, secy., chief chemist; Walter Holmes, pur. agt.; Mrs. Hollis Molinaire, adv. mgr. **Det. Rep.** — Jack Mohr, Webster Hall, Detroit.

BRUNNER MFG. CO., 1821 Broad st., Utica, N. Y. Air compressors, commercial refrigeration equipment. George L. Brunner, pres., gen. mgr.; B. J. Scholl, secy., sales mgr., adv. mgr.; A. G. Zumbrun, treas.; H. E. Thompson, chief engr.; D. H. Overhiser, pur. agt. **Det. Rep.**—W. D. Rockwell, 8127 E. Jefferson ave. **Adv. Agcy.**—Addison Vars, Inc., Buffalo, N. Y.

BRYANT CHUCKING GRINDER CO., 257 Clinton st., Springfield, Vt. Grinding machines. Ralph E. Flanders, pres.; J. E. Stetson, treas., gen. mgr.; J. B. Johnson, sales mgr., chief engr. **Det. Rep.**—G. M. Green, 1119 Dundee rd., Huntington Woods, Royal Oak, Mich.

C. G. BUCHANAN CHEMICAL CO., 4655 Baker, Norwood, Cincinnati, O. Case-hardening, carburizing, rust proofing, multi-draining compounds. C. G. Buchanan, pres., gen. mgr.; G. R. Buchanan, sec.-treas.; H. N. Burns, sales mgr.; John Netter, pur. agt. **Det. Rep.**—Alfred T. Wagner.

BUCKEYE FORGING CO., 10003 Harvard ave., Cleveland. S.A.E. brake rod clevises, complete rods, forgings to B. P. James W. Baxter, pres.; Paul W. Andrus, secy.; Edwin F. C. Schwan, treas.; Harry F. Bower, vice-pres., supt. **Det. Rep.**—Carl E. Andrus, General Motors bldg.

BUCKEYE JACK MFG., Inc., Alliance, O. Automobile, truck and railroad jacks. H. E. Blasingham, pres.; Flora Pearson, treas.; D. C. Vick, sales mgr.; H. Haferhorn, chief engr. **Det. Rep.**—Geo. Wiard, 12007 Linwood ave.

BUCKEYE PORTABLE TOOL CO., 29 Apple st., Dayton, O. Pneumatic tools (portable), high-frequency electric tools (portable). Homer R. Mitchell, pres.; A. G. Lauzon, vice-pres.; Geo. H. Michael, treas., sales mgr.; B. H. Wuebben, chief engr.; C. A. Davies, pur. agt.; J. L. Sowers, adv. mgr. **Det. Rep.**—H. O. Gummere, 2842 W. Grand blvd.

BUDA CO., Commercial ave., Harvey, Ill. Gasoline engines, diesel engines. L. M. Viles, pres.; J. S. Dempsey, secy.-treas., vice-pres.; F. E. Place, gen. mgr.; G. B. Wright, sales mgr., automotive div.; W. A. Parrish, chief engr.; W. O. McBratney, pur. agt.; R. R. Hughes, adv. mgr. **Det. Rep.**—Diesel Motors, Inc., 3740 Cass ave. **Adv. Agcy.**—Russell T. Gray, Inc., Chicago.

EDW. G. BUDD MFG. CO., 25th and Hunting Park ave., Philadelphia, Pa. All steel automobile bodies and stampings, die and tool work, stainless steel railway cars, stainless steel marine and bridge structure, airplanes, tanks, automobile truck, bus and trailer bodies. Edw. G. Budd, pres.; Halton A. Coward, secy., adv. mgr.; Paul Zens, treas.; Edw. G. Budd jr., gen. mgr.; Donald Alexander, sales mgr.; Joseph Ledwinka, chief engr.; Frank S. White, pur. agt. **Det. Rep.**—Donald Alexander, vice-pres., 12141 Charlevoix ave. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Washington sq., Philadelphia, Pa.

BUDD WHEEL CO., 12141 Charlevoix ave., Detroit. Edward G. Budd, pres.; H. A. Coward, secy.; Paul Zens, treas.; W. H. Farr, works mgr.; E. A. Clark, sales mgr.; C. L. Eksergian, chief engr.; W. R. Davies, pur. agt.

BUELL MFG. CO., 2975-77 Cottage Grove, Chicago. Buell high pressure air horns, Buell air compressors. R. D. Buell, pres., treas., chief engr.; E. C. J. Buell, vice-pres.; E. M. Adles, secy., pur. agt.; C. S. Monroe, sales mgr., adv. mgr. **Det. Rep.**—Geo. F. Balk Sales Co., 5946 Cass ave.

BUFFALO WIRE WORKS CO., 484 Terrace, Buffalo, N. Y. Wire cloth, wire partitions, tool and stock room enclosures, wire guards and galvanizing. John C. Scheeler, pres., secy.; Charles A. Scheeler, treas.; Charles F. Scheeler, pur. agt. **Adv. Agcy.**—Tyler Kay Co., 775 Main st., Buffalo, N. Y.

BUICK MOTOR CO., Flint, Mich. Passenger cars. H. H. Curtice, pres., gen. mgr.; T. S. Merrill, secy.; M. L. Prentis, treas.; C. A. Chayne, chief engr.; Edward T. Ragsdale, body engr.; Verne Matthews, chassis engr.; Arthur Nyland, brake engr.; John Dolza, asst. chief engr.; Harry Smith, engine; Harry Doane, elect.; C. T. Scannell, gen. mfg. mgr.; O. W. Young, gen. supt.; E. H. Kramer, per. dir.; D. E. Williams, compt.; Rex Reese, traffic mgr.; L. A. Stewart, pur. agt.; W. F. Hufstader, sales mgr.; H. J. C. Miller, asst. sales mgr.; O. L. Waller, asst. sales mgr.; L. M. Taylor, car dist.; C. W. Jacobs, serv. mgr.; Homer Sweet, access. mer. mgr.; T. H. Corpe, dir. of adv. and sales prom. **Det. Reps.**—R. M. McCormick, Cass and Amsterdam aves. **Adv. Agcy.**—Arthur Kudner, Inc., New York, N. Y.

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New Passenger Car Registrations By Makes

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDS. GROUP		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	*Buick	Cadillac	Chevrolet	La Salle	**Oldsmobile	†Pontiac	Totals	§Terraplane	Hudson	Totals
Vermont (con't.)	'33	90	46	167	619	922	760	1	761	137	5	1032	12	126	314	1626	243	23	266
	'32	77	48	94	395	614	902	3	905	235	7	1055	9	111	248	1665	221	52	273
	'31	196	84	202	442	924	1708	3	1711	385	23	1520	29	187	351	2495	350	149	499
	'30	309	92	252	412	1065	2994	7	3001	503	22	1660	49	172	353	2759	411	160	571
	'29	386	204	346	514	1450	2821	5	2826	665	39	1970	75	314	484	3587	935	355	1290
Virginia	'36	657	537	3357	7792	12343	12783	173	12956	1732	73	16512	104	1678	2026	22125	782	188	970
	'35	470	386	2455	6443	9754	15301	20	15321	1142	45	13726	103	1320	1827	18163	692	231	923
	'34	330	150	1174	4851	6505	10000	18	10018	707	26	10408	40	587	997	12765	653	246	899
	'33	312	346	1016	3461	5135	5421	13	5434	415	18	7954	16	316	1249	9968	553	31	584
	'32	301	392	474	1306	2473	6499	23	6522	586	59	7756	29	180	926	9536	528	125	653
	'31	789	580	890	1436	3695	12769	21	12790	1077	74	13846	40	429	1766	17232	777	311	1088
	'30	896	489	1052	928	3365	19427	35	19462	1377	63	13332	99	368	1711	16950	882	324	1206
	'29	963	673	1702	1317	4655	24546	39	24585	1878	85	15005	150	771	2724	20613	2386	617	3003
Washington	'36	901	1030	3727	8000	13658	12069	271	12340	1851	109	13170	134	3040	2278	20582	2128	621	2749
	'35	594	504	2795	5444	9337	10057	16	10073	830	56	7878	125	2218	1531	12638	1104	455	1559
	'34	407	262	1526	4035	6230	5774	18	5792	658	40	5619	56	1174	701	8248	686	410	1096
	'33	358	315	1322	3033	5028	3452	23	3475	461	25	4678	17	556	708	6445	470	25	495
	'32	350	306	329	1364	2349	2832	30	2862	542	36	2676	24	310	470	4058	217	112	329
	'31	652	596	604	1381	3233	6173	18	6191	1185	75	5786	32	637	944	8659	336	177	513
	'30	1032	792	811	1154	3789	15372	29	15401	2154	80	7534	75	805	1121	11769	933	415	1348
	'29	1666	1092	1711	1927	6396	18804	49	18853	2698	97	9047	151	1482	2124	15599	2483	841	3327
West Virginia	'36	685	634	2620	6594	10533	7399	91	7490	1200	62	11877	79	1622	1471	16311	778	185	963
	'35	421	298	1911	5065	7695	7021	13	7034	570	23	6442	79	1293	967	9374	522	181	703
	'34	418	112	1417	4810	6757	5559	13	5572	448	14	5993	51	789	618	7913	538	170	708
	'33	367	170	1178	3246	4961	3243	15	3258	250	21	4534	15	293	663	5776	444	16	460
	'32	275	171	384	1217	2047	2463	15	2478	245	24	3056	21	152	465	3963	323	71	394
	'31	648	238	727	1274	2887	5249	19	5268	499	47	5763	35	344	1060	7750	392	158	550
	'30	636	345	1002	911	2894	10894	20	10914	693	43	7584	63	453	1145	9983	786	282	1068
	'29	895	656	1623	1065	4239	12714	53	12767	1215	64	9174	137	882	1698	13170	2056	440	2496
Wisconsin	'36	1156	1018	6185	12060	20419	18769	303	19072	3236	167	26088	205	5361	4755	39812	2126	555	2681
	'35	902	559	4741	10247	16449	21234	28	21262	1762	99	16758	206	4309	4031	27165	1495	557	2052
	'34	547	197	2046	6391	9181	10352	18	10370	1228	68	12238	105	1860	1897	17396	901	355	1256
	'33	489	414	1858	4979	7740	5489	29	5518	808	64	8167	77	912	1919	11947	847	89	936
	'32	478	488	602	2488	4056	5233	30	5263	1129	139	7675	74	664	1252	10933	798	239	1037
	'31	1141	675	1638	2308	5762	10761	44	10805	2130	174	14998	116	1408	2864	21690	1261	554	1815
	'30	1449	788	1736	2230	6203	26175	49	26224	3296	200	18189	169	1659	3556	27069	1797	925	2722
	'29	1790	1376	2972	2950	9088	31944	76	32020	4728	164	20084	215	3012	6889	35092	6064	2072	8136
Wyoming	'36	173	105	787	1410	2475	2196	70	2266	407	9	2804	11	419	386	4036	340	86	426
	'35	91	68	523	971	1653	1982		1982	230	5	1779	8	421	417	2860	296	93	389
	'34	69	27	285	561	942	1223	2	1225	153	1	1462	4	147	180	1947	157	65	222
	'33	40	24	221	457	742	575	3	578	105		1083	2	52	168	1410	97	2	99
	'32	64	19	70	259	412	559	1	560	150	6	773	1	55	78	1063	95	16	111
	'31	121	17	204	215	557	1109	5	1114	213	13	1415	3	99	113	1856	141	51	192
	'30	143	41	209	149	542	1912	3	1915	269	7	1282	7	93	98	1756	116	47	163
	'29	236	106	526	344	1212	2834	3	2837	554	11	1752	18	234	268	2837	413	147	560
Dist of Columbia	'36	710	397	2947	5527	9581	8524	158	8682	1692	162	6639	202	1883	1420	11998	460	166	626
	'35	477	247	2316	4449	7489	9977	27	10004	956	109	5244	165	1589	1210	9273	394	227	621
	'34	331	96	928	2853	4208	6255	25	6280	545	66	4246	70	679	753	6359	356	201	557
	'33	317	149	935	1469	2870	3681	24	3705	497	38	4023	25	432	1082	6097	372	32	404
	'32	245	298	346	889	1778	3153	58	3211	546	76	4072	22	363	782	5861	348	75	423
	'31	455	373	643	958	2409	7765	44	7809	965	105	6711	69	636	1064	9550	368	122	490
	'30	347	190	329	365	1231	9016	47	9063	1026	106	3931	91	804	504	6462	456	179	635
	'29	584	176	377	244	1381	8028	72	8100	1293	154	3831	170	819	1398	7667	1278	357	1635

NEW PASSENGER CAR REGISTRATIONS

MONTHS		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP						
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	Buick	Cadillac	Chevrolet	LaSalle	Oldsmobile	Pontiac	Totals
January	'36	3666	2325	15240	29922	51153	50744	801	51545	9169	856	62992	714	11552	9377	94660
	'35	1924	1261	8978	24873	37036	46306	115	46421	4240	297	26549	369	4453	5864	41772
February	'36	2785	1763	11105	23577	39230	43724	699	44423	6651	637	53310	568	9363	7848	78377
	'35	2646	1458	11352	26886	42342	64957	113	65070	3651	316	29536	404	9220	8737	51864
March	'36	5006	3270	21180	41186	70642	69271	1016	70287	13100	1027	87541	1040	17633	14559	134900
	'35	4283	2583	17506	34615	58987	94986	142	95128	5393	433	55733	500	14755	13449	90263
April	'36	6652	4286	28395	55679	95012	86298	1400	87698	18956	1310	111853	1448	24682	20122	178371
	'35	5204	3084	20302	42707	71297	105479	190	105669	6952	541	75083	1379	17661	16038	117654
May	'36	6603	4655	27832	55637	94727	85208	1367	86575	17950	1209	109598	1394	23956	20406	174513
	'35	5217	2957	20092	43713	71979	93467	211	93678	7082	549	59209	1593	17930	16058	102421
June	'36	5915	5280	26841	54009	92045	80527	1243	81770	16174	1035	102949	1097	21556	19537	162348
	'35	4778	2917	18693	40263	66651	83273	159	83432	6758	529	66054	1403	16421	14978	106143
July	'36	5725	5462	25838	51764	88789	81703	1322	83025	15482	1018	99678	1024	19602	18693	155497
	'35	4542	3057	18951	40674	67224	83203	129	83332	6700	457	71226	1101	15632	15208	110324
August	'36	4259	3753	19816	38745	66573	59582	1056	60638	11378	913	74496	853	13047	12936	113623
	'35	3443	2468	14888	32147	52946	61590	133	61723	4717	814	68281	1056	11839	11906	98118
September	'36	3216	2712	15257	29326	50511	54726	1122	55848	5454	795	55946	879	8837	9335	81246
	'35	2284	1761	7413	17737	29195	43775	100	43875	4479	290	48994	740	6089	7427	68019
October	'36	2551	2418	14777	30357	50103	45723	1779	47502	8693	613	28252	503	3944	6759	48764
	'35	1535	1647	7719	16518	27419	38311	106	38417	12760	781	34869	1038	7807	8037	65292
November	'36	4812	3544	18520	42778	69654	27707	1697	29404	16210	969	63139	1435	4595	12704	99052
	'35	1128	1350	15897	30321	48696	56578	180	56758	12612	1055	57379	1173	13356	11409	96984
December	'36	7508	5620	23717	46600	83445	63341	2065	65406	21470	1384	80496	3037	19721	19393	145501
	'35	3552	2409	16979	32531	55471	54594	792	55386	12291	1130	63785	1019	14212	11011	103448
Complete 12 Months' Totals	'36	58698	45088	248518	499580	851884	748554	15567	764121	160687	11766	930250	13992	178488	171669	1466852
	'35	40536	26952	178770	382985	629243	826519	2370	828889	87635	6692	656698	11775	149375	140122	1052297

in States from 1929 through 1936

STATES		NASH GROUP			NON-AFFILIATED MANUFACTURERS												TOTALS
		LaFayette	Nash	Totals	§§Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	††Studebaker	‡‡Willys	Miscellaneous	
Vermont (con't.)	'33		26	26	1	3	1	3	28	20	26	4	10	57	19	1	3774
	'32		80	80	49			5	54	39	46	5	7	141	169	10	4062
	'31		191	191	87			6	44	89	55	10	35	104	284	25	6559
	'30		265	265	47	11		21	154	104	100	17	49	132	366	110	8772
	'29		659	659	19			25	225	154	134	26	57	304	958	214	11928
Virginia	'36	119	176	295	23	‡	‡	‡	190	27	858	10	20	495	33	1	50346
	'35	143	143	286	68	‡	‡	‡	211	99	487	23	36	374	57	11	45813
	'34	85	141	226	60	52	10		210	78	61	10	36	415	27		31372
	'33		86	86	25	89	16	6	157	81	93	13	15	377	90	11	22180
	'32		201	201	105	35		12	190	172	116	23	22	378	342	33	20813
	'31		335	335	229			17	216	353	195	48	51	489	527	226	37491
	'30		419	419	87	58		57	361	398	235	59	113	471	924	487	44652
	'29		806	806	101			62	490	625	373	56	150	646	2670	873	59708
Washington	'36	294	471	765	56	‡	‡	‡	446	45	823	9	35	2106	833	11	54458
	'35	150	185	335	85	‡	‡	‡	314	123	353	8	45	1208	601	6	36685
	'34	44	81	125	62	23	21	10	257	35	41	17	48	884	230	1	23120
	'33		77	77	11	20	38	21	162	10	39	14	38	557	187	16	16633
	'32		331	331	89	16		36	170	79	94	10	53	654	258	83	11471
	'31		335	335	246			43	257	286	116	34	119	864	714	436	22046
	'30		525	525	199	77		114	385	555	238	32	193	986	1167	1137	37915
	'29		1224	1224	318			147	802	677	376	54	258	1593	2324	2802	54750
West Virginia	'36	134	208	342	15	‡	‡	‡	210	14	589	2	55	690	56	2	37272
	'35	151	146	297	25	‡	‡	‡	141	64	288	3	56	357	45	1	26083
	'34	106	156	262	51	1	4	2	151	62	43	5	76	383	38	1	22029
	'33		78	78	54	9	34	7	122	33	64	2	44	304	116	4	15326
	'32		148	148	90	4		6	162	47	85	5	40	299	361	37	10166
	'31		284	284	270			15	274	131	117	9	95	284	828	169	18931
	'30		498	498	79	25		57	458	171	175	27	157	414	1117	410	28447
	'29		906	906	93			45	807	309	267	45	196	595	2312	930	39177
Wisconsin	'36	1374	2000	3374	30	‡	‡	‡	440	34	1635	7	109	1913	40	3	89569
	'35	1517	1274	2791	59	‡	‡	‡	332	274	929	14	137	1061	39	4	72568
	'34	626	660	1286	51	4	34	2	251	175	98	24	72	769	29	10	41008
	'33		502	502	38	8	80	6	162	61	139	24	93	803	225	26	28308
	'32		827	827	257	8		8	303	276	193	48	67	984	934	214	25410
	'31		1724	1724	774			41	501	303	274	81	149	1299	1492	612	47322
	'30		2348	2348	223	63		121	888	436	421	140	229	1742	2203	1111	72143
	'29		4319	4319	270			217	1702	700	586	187	285	2408	6077	2514	103601
Wyoming	'36	50	86	136	7	‡	‡	‡	40	2	91	2	5	193	14		9693
	'35	42	45	87	10	‡	‡	‡	31	11	36		13	96	2		7170
	'34	18	37	55	3				6		2		10	100	1		4513
	'33		16	16	3		2		9	3	7	2	7	57	10		2945
	'32		44	44	14	1			15	19	10	3	6	71	33	5	2367
	'31		97	97	20			2	14	47	6	3	13	99	81	19	4120
	'30		104	104	7	5		8	36	58	15	3	10	74	98	40	4834
	'29		335	335	22			11	58	81	28	40	33	182	420	249	8905
District of Columbia	'36	44	142	186	22	‡	‡	‡	27	16	972	19	6	628	21	3	32787
	'35	87	117	204	142	‡	‡	‡	109	128	570	25	9	416	16	3	29009
	'34	54	126	180	61	9	3	1	122	120	81	25	16	457	22	22	18523
	'33		144	144	47	27	2	18	132	110	142	31	4	454	60	128	14375
	'32		304	304	296	13		18	186	159	231	30	14	484	220	29	13257
	'31		410	410	333			34	317	273	295	61	27	512	300	278	23098
	'30		291	291	114	39		50	293	241	356	67	63	416	224	743	20288
	'29		676	676	142			90	545	405	447	90	154	538	576	742	23188

BY MAKES AND MONTHS, 1936-1935

MONTHS		HUD. GROUP			NASH GROUP			AUBURN			NON-AFFILIATED GROUP								TOTALS
		Terraplane	Hudson	Totals	LaFayette	Nash	Totals	Auburn	Cord	Totals	Graham	Hupp	Packard	Pierce-Arrow	Reo	Studebaker	Willys	Miscellaneous	
January	'36	4661	1752	6413	1128	1467	2595	201		201	892	328	3030	56	241	3943	707	11	215775
	'35	3010	1317	4327	851	833	1684	486		486	596	552	431	50	228	2677	267	108	136635
February	'36	3727	1236	4963	869	970	1839	175	7	182	798	208	2424	48	157	3199	781	22	176651
	'35	3269	1264	4533	810	803	1613	423		423	900	440	348	39	194	2123	637	89	170615
March	'36	6324	1920	8244	1695	1962	3657	184	82	266	1290	300	4739	72	324	5703	799	16	301239
	'35	4589	1844	6433	1216	1212	2428	482		482	1323	795	928	59	317	3304	974	56	261477
April	'36	9888	2809	12697	2306	2737	5043	278	148	426	1654	211	6690	100	428	7775	994	87	397186
	'35	6156	2544	8700	1917	1748	3665	564		564	1891	947	3236	75	411	4527	952	62	319650
May	'36	9535	2611	12146	2495	2676	5171	284	169	453	2021	176	6302	71	415	7657	1309	1208	392744
	'35	6113	2486	8599	1684	1593	3277	561		561	1838	877	3964	75	418	4479	981	52	293199
June	'36	8802	1987	10789	2310	2258	4568	167	162	329	1837	119	5518	58	361	7187	1539	954	369422
	'35	5704	2192	7896	1264	2144	3408	495		495	1728	724	4313	80	411	3966	1062	51	280360
July	'36	8407	1849	10256	2315	2153	4468	151	148	299	1925	92	5070	70	354	5457	1513	675	357490
	'35	5454	2081	7535	1872	2081	3953	522		522	1763	727	4242	87	365	3913	1157	34	285178
August	'36	5871	1335	7206	1376	1698	3074	98	140	238	1329	49	5923	83	244	2601	1128	203	262912
	'35	4583	1600	6183	2181	1702	3883	415		415	1570	627	3741	72	370	3317	860	31	233851
September	'36	4257	1003	5260	873	1246	2119	92	89	181	1096	32	6131	67	215	4808	1003	379	208896
	'35	2782	1061	3843	1920	1374	3294	349		349	1234	492	2827	78	370	2726	594	202	157098
October	'36	3424	957	4381	525	1609	2134	83	91	174	1059	19	8459	62	203	7208	969	360	171397
	'35	2179	1030	3209	1492	1213	2705	358		358	1290	426	4970	108	288	2575	744	588	148389
November	'36	5385	1453	6838	201	3150	3351	83	51	134	1070	10	6964	54	125	5747	556	773	223732
	'35	3962	1859	5821	1035	1133	2168	263		263	757	359	4493	73	233	1968	1137	552	220262
December	'36	8190	1913	10103	211	4840	5051	52	87	139	1468	12	7522	46	79	6550	1125	606	327053
	'35	6037	2309	8346	1203	1903	3106	245		245	1075	484	4160	79	289	3998	1074	33	237194
Complete 12 Months' Total	'36	78471	20825	99296	16304	26766	43070	1848	1174	3022	16439	1556	68772	787	3146	67835	12423	5294	3404497
	'35	53838	21587	75425	17445	17739	35184	5163		5163	15965	7450	37653	875	3894	39573	10439	1858	2743908

Who's Who

(Continued from Previous Page)

BULLARD CO., Canfield ave. & Brewster st., Bridgeport, Conn. Vertical turret lathes, single spindle vertical automatic lathes, electro-chemical cleaning process. E. P. Bullard, pres.; A. E. North, secy.-treas.; E. C. Bullard, gen. mgr.; E. P. Blanchard, sales mgr.; D. B. Bullard, chief engr.; R. T. Phipps, pur. agt.; R. C. Bullard, adv. mgr. **Det. Rep.**—F. A. Thompson, 309 Miller-Storm bldg., 12015 Linwood ave.

BUNDY TUBING CO., 10951 Hern ave., Detroit, Mich. Steel tubing. W. W. Anderson, pres.; A. F. Knoblock, vice-pres.; T. M. Rude, vice-pres., gen. mgr.; Arthur Gardner, secy.-treas.; A. C. Winger, asst. secy.-treas.; G. D. Baker, sales mgr.; E. G. Smith, pur. agt.; B. L. Quarnstrom, chief engr. **Adv. Agcy.**—Holden, Graham & Clark, Detroit, Mich.
(See display advertising index)

BUNTING BRASS & BRONZE CO., 715-755 Spencer st., Toledo. C. E. Bunting, pres.; J. W. Bunting, vice-pres.; W. H. Bunting, vice-pres.; C. E. Bunting, treas.; W. F. Volk, secy.; G. H. Adams, sales mgr.; J. Frautschi, pur. agt.; G. Yager, chief engr.; Sterling Beeson, adv. mgr. **Det. Rep.**—Bunting Brass & Bronze Co., 447 E. Fort st. **Adv. Agcy.**—Sterling Beeson, Inc., 2nd National Bank bldg., Toledo, O.

BURCH CORP., S. Thoman, Crestline, O. Dump bodies and hydraulic hoists. J. L. Morrow, pres., treas., gen. mgr., sales mgr., adv. mgr.; E. G. Volk, secy.; W. K. Leicy, chief engr.; C. J. Carlisle, pur. agt. **Adv. Agcy.**—Coleman-Todd & Associates, Mansfield, O.

BURD PISTON RING CO. and Assoc. Co., LIBERTY FOUNDRIES CO., 23rd ave. and Tenth st., Rockford, Ill. Piston rings, valve seats, valve packings, car heaters, car fans and car defrosters. F. M. White, pres.; A. A. Lundgren, vice-pres.; sales mgr.; M. E. Wahlstrom, secy.-treas.; F. J. Erickson, pur. agt.; A. H. Bates, chief engr., gen. wks. mgr. **Adv. Agcy.**—Western Adv. Agency, Inc., 214 Fifth st., Racine, Wis.

BURGESS BATTERY CO., Acoustic Div., 15 S. Brearly st., Madison, Wis. Intake silencers, air cleaners (impingement type), air cleaners (oil bath), exhaust mufflers, acoustic body treatment. C. F. Burgess, pres.; O. W. Storey, secy.; D. J. Teare, treas.; W. L. Manning, gen. mgr., sales mgr.; C. E. Nelson, chief engr.; J. E. Lutz, pur. agt.; E. A. Sipp, adv. mgr. **Det. Rep.**—E. W. Higgins, 115 W. Willis ave. **Adv. Agcy.**—The Fensholt Co., 360 N. Michigan ave., Chicago.

BURGESS-NORTON MFG. CO., Geneva, Ill. Starter-drives, piston pins, discs, clutch (steel). C. M. Burgess, pres.; F. E. Burgess, vice-pres., pur. agt.; C. F. Wohlhuter, secy.; C. B. Johnson, sales mgr.; Herbert Lehman, chief engr.; J. H. Gregory, adv. mgr. **Adv. Agcy.**—Commercial Adv. Agency, 440 S. Dearborn st., Chicago.

BURLINGTON METAL CORP., 207 N. Academy st., Janesville, Wis. Lead-copper bearing metal. H. R. Green, pres., treas.; W. L. Green, secy.; V. H. Jones, sales mgr.; J. Wamnes, chief engr.

BURROUGHS ADDING MACHINE CO., 6071 Second blvd., Detroit. Adding, bookkeeping, billing, statistical machines, calculators, cash registers, typewriters, chairs, Standish Backus, pres.; G. W. Evans, secy.; L. A. Farquhar, treas.; L. V. Britt, sales mgr.; E. W. Helwig, pur. agt.; W. C. Sproull, adv. mgr. **Det. Rep.**—W. S. Putnam, 6071 Second blvd. **Adv. Agcy.**—Campbell-Ewald, Detroit.

BUSSMANN MFG. CO., University at Jefferson, St. Louis, Mo. Auto fuses, radio fuses, super-lag fuses, fusetrons. A. B. Bussmann, pres.; H. T. Bussmann, vice-pres., sales mgr.; L. J. Bussmann, pur. agt.; H. von P. Thomas, adv. mgr.

C

C and C SALES CORP., 1775 Broadway, New York. Importers, ball bearings, brake balancer. I. R. Caplan, pres.; Charles Goodman, secy.; E. E. Brennan, treas.; J. P. McCarthy, sales mgr. Evanwood dept. **Det. Rep.**—J. P. Park, 6-238 General Motors bldg.

CADILLAC MOTOR CAR CO., 2860 Clark ave., Detroit. Passenger cars; N. Dreystadt, gen. mgr.; E. W. Seaholm, chief engr.; C. O. Richards, body engr.; G. E. Parker, chassis engr.; H. H. Gilbert, research engr.; V. A. Olsen, wks. mgr.; F. T. Ellis, supt. mfg.; W. B. Wardle, compt.; E. J. Tiedeman, traffic mgr.; Dan F. Hulgrave, pur. agt.; D. E. Ahrens, sales mgr.; R. L. Newton, asst. sales mgr.; E. F. Upson, asst. sales mgr.; R. L. Rickenbaugh, sales prom. mgr.; J. Dunivan, car dist.; Ernst Schebera, mgr. spec. equip.; W. A. Houser, serv. mgr.; Claude Read, mgr. parts sales; F. H. Denney, adv. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., 12th floor Fisher bldg., Detroit.
(See display advertising index)

CALUMET STEEL CO., 11th st. and Wentworth ave., Chicago. R. C. Ingersoll, pres.; F. G. Carrel, vice-pres.; Mathew Keck, secy.-treas.

CAMBRIDGE INSTRUMENT CO., Inc., 3732 Grand Central Terminal, New York City. Exhaust gas testers. R. H. Kruse, pres., sales mgr.; W. H. Jefferson, secy.; H. N. Packard, treas.; V. O. Hutton, chief engr.; L. Budsall, pur. agt.; C. G. Thoma, adv. mgr. **Adv. Agcy.**—E. M. Freystadt Associates, New York City.
(See display advertising index)

CAMPBELL, ANDREW C., Div. of American Chain & Cable Co. Inc., 929 Connecticut ave., Bridgeport, Conn. Abrasive cutting machines, Nibbling machines, special machinery. W. B. Lashar, chair of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-

(Continued on Page 42)

New Passenger Car Registrations By States

Figures supplied by R. L. Polk & Co., New Jersey Motor List Co. and Sherlock & Arnold.

MONTHS		Alabama	Arizona	Arkansas	California	Colorado	Connecticut	Delaware	Florida	Georgia	Idaho	Illinois	Indiana	Iowa	Kansas	Kentucky	Louisiana	Maine	Maryland	Massachusetts	Michigan	Minnesota	Mississippi	Missouri	Montana	Nebraska
January	'36	1869	993	2456	11265	3216	2093	472	3752	5189	1194	18450	6314	3917	5956	2995	3486	907	2027	5271	15507	4274	1293	10113	2601	3742
	'35	1785	518	1681	9261	1736	1063	314	2194	2747	473	9120	2616	2229	4031	2230	1610	190	1732	2831	10150	1862	937	5761	852	1936
	'34	676	196	581	4603	1534	620	141	1413	1271	275	3679	1804	1107	1794	645	894	213	698	1914	4263	977	282	1182	200	1155
	'33	625	183	1536	5984	1175	923	241	1555	632	141	5909	2812	1078	682	1507	1235	346	1387	2782	4632	1333	368	1296	69	807
	'32	732	206	1594	6830	2095	1041	255	1713	1798	214	5164	5180	1111	1080	1041	950	430	1292	3135	4137	1270	437	1561	108	1149
	'31	877	423	1249	12379	2343	1337	291	3282	2455	549	9356	3772	2679	3259	2055	1261	303	1609	3638	5993	2361	475	1983	767	3183
	'30	2860	872	2555	13902	4154	1564	441	3672	2540	715	12555	5482	3851	1936	2828	2947	214	2298	3997	9913	2581	1459	2808	1072	4603
	'29	1949	1301	4234	18567	5647	1747	282	2407	2816	952	14813	6210	3830	3034	3914	2946	273	2565	4884	12581	3082	1872	3791	1556	6037
February	'36	1863	808	1997	19801	2137	1151	358	2496	3638	661	11586	5229	2083	3188	2454	2682	544	1770	4542	13746	2886	1087	7385	949	2151
	'35	1850	639	1657	12342	2470	1553	428	2789	3413	611	12748	2838	3262	3083	2740	2140	398	2299	4016	13327	2686	1350	6604	1009	2210
	'34	1385	346	1554	6470	1149	889	168	1249	2226	298	4321	1732	1822	1544	2006	947	258	1281	2749	8839	1503	836	4188	706	1302
	'33	538	158	844	5198	711	975	219	1548	212	94	3801	1474	926	632	1092	906	303	1198	2683	4063	1107	444	3941	31	385
	'32	695	198	578	5278	876	1049	212	1367	960	131	5062	2359	1049	1090	1161	801	267	1375	2820	4230	1799	451	6222	164	954
	'31	821	395	707	9797	1367	1669	340	1904	2863	388	9772	3375	3530	2060	1926	956	542	2074	4077	7817	1678	485	9848	748	2503
	'30	2335	944	1640	17711	2126	2389	533	4429	3218	787	13678	6374	5073	2243	2922	2313	385	2892	6282	11742	3372	2280	14030	915	3986
	'29	1161	1448	1752	19505	2573	2755	603	2827	3178	631	13707	7444	4207	6116	2762	2671	531	3004	6154	16282	3114	1919	12554	1052	470
March	'36	2457	832	1628	20664	1823	4550	808	2609	4065	1362	22345	8323	5511	4828	4203	2943	1078	3622	9049	16464	6288	1774	10442	2066	3094
	'35	1862	761	1460	20372	1562	3556	648	4014	4376	1124	17343	7246	5777	4964	3833	2477	1010	3633	9929	17260	6047	1683	9810	1944	2184
	'34	1827	458	1702	11046	931	2323	426	3397	3144	632	8596	4834	4480	3752	2432	1813	667	2047	7435	10630	4435	1365	8103	860	1677
	'33	453	185	495	5883	488	1223	265	1315	997	157	5053	2677	1157	635	1029	536	453	1002	3261	3284	1792	392	4111	600	789
	'32	471	187	324	6541	620	1645	301	1096	895	216	5376	2638	1387	872	951	643	812	1499	4336	4318	2459	312	6683	697	920
	'31	1515	572	799	15689	1188	3300	564	2322	2483	582	11583	5883	4856	2601	2354	1643	1451	3259	9616	10758	8186	944	8973	1100	1961
	'30	2364	1013	1992	19898	1702	4455	869	2985	2537	1174	20859	12909	9404	3472	4265	2507	1353	4377	12307	17719	7226	2645	17517	1479	3891
	'29	1541	1748	2659	27286	2288	4901	941	4816	3644	1032	25252	16615	8333	7183	5506	3366	899	4609	15609	30743	9188	2724	17755	2601	5276
April	'36	3342	433	1547	24764	4801	6602	998	5280	4023	1638	26841	24031	9027	6364	6183	2967	2830	5315	21728	27904	10251	2235	8157	2471	4255
	'35	3851	404	1652	20446	2657	5531	809	3055	4281	1579	22443	8704	8252	5382	4294	2689	2142	4038	14024	16641	7985	2081	8204	2106	4222
	'34	2701	385	1450	11764	2624	3835	692	2887	3734	785	14117	5882	4225	3048	3036	2289	1370	2994	11218	12801	4933	1723	6281	1092	3149
	'33	969	135	594	7617	1055	2241	382	1165	2158	285	8132	2111	1964	521	1597	939	802	1549	6804	4365	2184	596	5336	795	1432
	'32	900	155	409	6188	1105	2326	341	847	1553	242	7982	3696	2525	1042	1410	879	1247	1860	7768	5116	3231	426	4024	702	1442
	'31	2087	340	964	15655	2688	4834	690	2575	2904	649	17004	9391	6522	3777	3402	1917	2957	3738	15131	14166	7816	1310	6886	1108	3610
	'30	2878	753	2310	18939	3742	6249	987	2915	2812	1487	22415	8475	11241	9214	5288	2804	2843	5076	17506	20954	14501	3003	10784	1302	4990
	'29	4615	1287	2927	25223	5039	8681	971	3564	4057	1546	29765	14704	12654	7720	6824	3972	4235	5069	20013	33081	12546	3530	15909	3344	7881
May	'36	2879	2105	1558	26865	3828	5086	935	3215	4135	1431	27421	12728	9315	5098	5084	3091	3313	4954	16543	27627	12118	2294	7878	2750	4172
	'35	2561	1429	1622	17727	2173	4579	740	3003	3810	1467	19337	15374	7692	4964	3642	2262	2209	3753	11406	19512	8641	1717	6876	2138	3377
	'34	2177	949	1365	10803	1894	3788	572	2675	3544	762	11856	5871	4137	3149	2852	1990	2317	2735	9604	16210	4667	1583	6490	1195	2407
	'33	1237	526	924	9304	1426	2953	534	1296	2976	371	9034	2718	2795	2068	2267	1268	1142	1982	8725	11841	4312	908	3449	850	1598
	'32	790	334	428	5928	1105	2214	397	944	1440	310	7701	3046	2579	2343	1670	856	1451	2116	7432	8875	3761	608	3582	487	1339
	'31	1929	989	871	14272	2159	4285	706	2456	2541	802	15329	7803	5905	2789	3167	1963	2933	3624	13075	13921	6882	1370	5724	1037	3084
	'30	2578	1397	1883	17802	3224	5813	911	2586	3091	1431	23046	10164	10138	5673	4639	2685	3414	4361	15431	21076	11064	2473	8756	1519	4191
	'29	3450	2411	2650	24252	4499	7516	998	3548	4065	1240	28836	13336	13749	6888	6136	3770	4696	5099	18930	38425	15469	3223	10331	3181	6849
June	'36	3894	1369	634	27389	3525	7189	957	3322	4778	1572	25652	11301	9379	4113	2502	3851	2769	5791	13517	22260	9282	2706	8307	2382	3732
	'35	1681	988	920	19378	2697	4060	764	1811	3376	987	17431	15172	8100	4227	3469	2864	1939	3363	9380	22641	7093	1325	6570	1832	3540
	'34	2396	773	973	12228	2204	3674	598	1994	3817	639	12623	5785	4334	2251	4116	2225	2034	3105	9127	16934	3869	1802	5859	888	2336
	'33	1227	511	1118	11155	1467	2918	477	2098	3001	407	8348	6910	3200	2319	2224	1438	1251	2263	8056	12491	4937	1138	4693	573	1771
	'32	822	301	486	8652	1316	2366	504	1647	1215	283	7619	3509	3092	1221	1850	1303	1336	2851	7508	11358	3676	777	4241	349	1417
	'31	1415	509	616	13772	2204	3594	565	3162	2195	696	11241	4251	5056	1928	2989	1915	2085	3412	10098	10653	3998	1087	6242	700	2541
	'30	2055	866	882	16991	2718	4702	798	2554	2437	894	16339	6105	8309	3133	3507	2289	3000	3747	11526	14867	6379	2241	6772	1005	4065
	'29	3391	1722	1837	21603	4300	6315	1045	3680	3587	2157	23208	10856	13129	2813	5614	3681	3465	4912	15183	32082	9538	2545	10039	2719	5236
July	'36	3062	1323	3630	25097	3308	5653	851	4295	4460	1180	25853	11572	7162	7544	3540	3762	1745	4945	10942	21213	10334	2229	9520	2618	4511
	'35	2961	923	2933	18373	2766	3891	815	3371	3742	987	20474	9736	8149	6004	3738	2776	1275	3952	8502	16222	9605	2238	7745	2264	4309
	'34	2784	716	2692	12631	1805	3194	612	3405	3945	538	15021	7934	4108	5615	2650	2711	1312	2872	7789	12731	4385	1859	6056	1362	2309
	'33	1695	369	1369	11697	1494	2834	520	1884	2767	318	12230	4729	3647	6130	2271	1797	1084	2277	7392	11403	4230	1261	4195	1157	1998
	'32	591	183	1017	6270	733	1669	240	1220	1698	175	7154	3139	3647	6130	2271	1797	1084	2277	7392	11403	4230	1261	4195	675	1070
	'31	1279	523	1804	12892	1759	3357	472	1969	1343	492	13874	4574	4516	3566	2789	1884	1414	2674	8982	9161	4992	1385	4524	1001	2490
	'30	1647	688	3937	16408	2273	4127	639	2355	1226	853	16883	4922	6601	6239	2816	2381	2118	3269	9958	11275	6790	1779	4577	1250	3499
	'29	4173	1508	5774	24362	3785	6187	964	4136	2051	1532	29833	16300	12627	13640	4631	3913	2626	4747	14751	24628	10771	2965	7519	1651	6462
August	'36	2737	892	1554	19578	4210	2615	708	3082	4109	18669	1449	8496	4946	5472	2646	2880	1159	3583	7951	15100	5949	2598	6719	1609	3139
	'35	2274	781	1740	15955	2182	3839	602	2492	4028	1092	16138	7722	6519	4954	2952	2540	945	3083	7061	12467	6568	1694	6642	1671	3583
	'34	2201	696	1228	13539	1760	2873	541	2431	3007	912	12163	4653	3761	3409	2405	2476	938	2516	6555	9390	3436	1626	5162	1075	2095
	'33	1986	390	1421	10740	1215	2930	433	1850	3057	393	9991	3860	3624	3222	2466	1932	982	2337	7397	9103	3468	1456	5558	714	2173
	'32	714	222	500	6346	691	1500	289	1062	1287	198	5509	2560	1597	1601	1429	1083	440	1655	4040	4998	2290	610	3137	297	950
	'31	1020	413	1018	11134	1359	2653	409	1783	3787	458	10404	4275	3605	2075	2203	1489	1073	2847	7034	5219	3580	868	5756	620	1792
	'30	1592	641	1405	15676	1905	3498	620	1821	4364	925	12113	4942	5602	3913	2217	1919	1506	2897	8383	7230	4199	1500	7145	1540	3151
	'29	3134	1607	3362	24826	3699	5180	832	3300	3884	2013	24706	11595	12113	9823	4787	4389	2279	5015	12672	19545	8725	2837	13684	2674	7159
September	'36	2093	911	1142	16465	2085	2763	494	2761	3130	1253	13760	8018	4138	3464	2047	2816	1281	2743	6197	13791	5329	2322	5458	1391	2523
	'35	1714	625	1096	12289	1166	2142	347	1919	2402	853	10066	5592	3979	3451	1826	1748	1018	1956	4649	8236	3514	1541	4261	1508	2542
	'34	2052	585	1132	10811	1241	1887	346	2033	3486	817	9245	5078	3072	2629	2038	2974	941	1825	4437	5310	2830	1725	3665	920	1878
	'33	1448	351	1081	9635	894	2561	387	1462	3374	420	8210	5526	2918	3242	2323	1790	1257	2022	6206	11948	2748	1395	5141	413	1911
	'32	685	213	371	6021	551	1271	213	1135	1183	115	4325	2231	1438	1786	1136	1099	606	1381	3527	3478	1457	795	2642	236	777
	'31	781	408	490	10048	1101	2252	344	1455	1718	352	7597	4081	2574	1403	2033	1243	992	2037	5661	6393	2105	661	3816	317	1322
	'30	1366	573	971	15405	1767	2827	510	2113	2217	731	10446	4527	5354	2493	2190	1876	1470	2464	7098	8565	3650	1118	4791	504	3197
	'29	3628	1580	2095	21488	2389	4418	680	2770	6259	1571	19207	9625	8847	6787	4292	4814	1806	3522	9039	19649	5686	3986	8015	1586	5423
October	'36	2990	574	1733	14440	1803	3214	344	2264	2101	835	11035	5024	3788	2809	1587	1964	880	2469	5517	9659	4187	1631	4686	938	2341
	'35	3098	603	1276	11824	1649	2522	389	1969	2142	650	9227	3187	3009	2450	1498	1956	758	2058	5224	8522	3651	1487	3661	1069	1736
	'34	3229	496	1724	9107	1220	1968	332	1697	2321	637	8057	5076	3368	2259	1469	2109	858	1987	4520	5188	3124	1612	4189	818	1373
	'33	2322	336	1196	8748	788	2465	309	1412	2750	339	7333	3189	2447	2587	1649	1844	847	2017	5022	5841	2472	1387	3619	559	1717
	'32	891	202	1042	5104	490	970	170	965	1012	74	2979	1251	1044	1321	798	910	423	1018	2728	2165	1263	502	1904	260	634
	'31	1480	312	763	7948	991	2105	297	1416	1382	210	5412	2347	2088	1879	1446	1309	806	1629	4619	3936	2126	530	2826	396	1237
	'30	2322	475	1241	13006	1528	2716	354	2182	2028	561	7648	2876	4107	3267	1659	1990	1006	2152	5592	4989	3592	956	3589	739	2703
	'29	11457	1451	5370	21739	2788	3959	575	2502	4220	1397	14622	6588	7279	5012	3726	5088	1707	3423	8598	11893	5965	6410	6331	997	4741
November	'36	4206	907	1183	18623	2508	3646	615	2270	2489	722	9629	5136	3981	2812	2792	2435	894	3013	6662	20055	5176	1188	4430	658	2043
	'35	3876	874	1253	18607	1649	3761	613	2011	2789	656	10799	6436	4362	2502	2883	2768	863	3174	7562	18754	4362	1704	4647	658	2557
	'34	3062	466	1010	7505	1190	1409	240	1641	2071	628	5931	2627	2127	2501	1340	1564	526	1379	3304	4486	2148	1118	3115	534	1318
	'33	1526	278	829	7198	656	1635	196	1188	1748	347	5001	1927	1917	1465	1096	1512	497	1389	3390	3740	1399	995	2698	211	1209
	'32	676	164	293	4028	330	837	118	755	685	110	1804	854	653	779	606	609	224	636	2160	1560	687	281	1403	84	380
	'31	1558	256	373	5586	518	1513	222	937	848	231	3868	1443	1417	1392	1003	952	514	1166	3178	3416	1830	318	2505	179	836
	'30	2379	304	421	9167	926	1824	280	1278	780	505	4418	1476	2520	1695	1115	1368	538	1263	3672	4201	2077	613	3066	209	1603
	'29	12236	1158	2059	15542	1289	2759	405	2284	2013	1364	8198	3283	4608	1624	2596	3005	735	2313	5634	6131	3497	3037	5157	330	2695
December	'36	3806	1615	550	31304	4077	5185	937	2642	1464	1141	24888	10108	8636	2446	4076	4594	490	44[illegible]6	9342	23699	5699	6349	4592	312	1987
	'35	2164	1149	538	20393	3348	3508	650	3852	1164	605	17076	6417	7625	3653	2663	3449	364	3537	5539	18872	3444	1469	4134	354	2031
	'34	1070	406	346	5614	1149	887	200	1895	669	293	3678	1871	2078	984	900	1280	139	1491	1884	2991	1266	373	1438	139	779
	'33	488	203	219	4909	370	555	156	1151	447	191	2418	2243	1631	735	795	1103	110	770	1530	2971	847	288	1736	84	603
	'32	408	164	52	3535	340	690	142	1185	427	41	1432	739	1224	341	857	472	97	916	1365	2983	732	110	1344	40	228
	'31	666	260	45	5306	600	1085	260	1885	396	141	2389	1814	2461	1553	1006	1061	192	1568	2049	4872	1129	114	1953	68	626
	'30	1159	459	66	9407	697	1223	348	2811	384	202	2987	1626	4785	1501	1212	1135	156	2047	2577	6028	1359	516	2500	95	1466
	'29	3079	985	177	10942	769	1455	364	2469	1585	582	4500	4687	6966	2901	2062	1857	164	2252	2659	8770	1765	1816	3240	108	2160

and Months from 1929 Through December 1936

MONTHS		Nevada	New Hampshire	New Jersey	New Mexico	New York	North Carolina	North Dakota	Ohio	Oklahoma	Oregon	Pennsylvania	Rhode Island	South Carolina	South Dakota	Tennessee	Texas	Utah	Vermont	Virginia	Washington	W. Virginia	Wisconsin	Wyoming	Dist. of Col.	TOTAL
January	'36	573	616	6360	810	20403	7954	704	13690	3110	2496	10135	668	1530	1289	3459	11037	880	292	3258	3038	1686	4911	731	1800	215782
	'35	232	203	3780	529	9547	4042	398	12339	3127	1070	7789	499	1284	507	2466	9079	586	148	2523	1437	1196	2112	253	1330	136635
	'34	157	90	1747	211	6350	1400	177	4133	1438	531	3474	195	540	217	732	3390	229	74	943	857	504	994	178	564	61242
	'33	120	171	3047	256	11273	1502	164	4817	1547	362	4727	367	625	278	1293	4661	225	138	1209	895	763	1134	185	848	79845
	'32	89	261	4450	249	10760	1231	267	4407	1439	600	6325	319	644	290	1110	4119	264	167	2462	1163	728	2236	251	1136	87490
	'31	190	111	8059	563	10515	1616	547	6723	3029	1354	6407	312	1012	1133	1592	6099	306	140	1634	2302	924	2892	240	1207	126788
	'30	343	127	8067	517	11497	2837	701	10953	3933	963	9447	379	2956	1961	4819	13241	690	222	3954	3379	1493	4407	427	962	179096
	'29	446	82	5022	606	15409	5972	1540	14220	6458	3442	12184	596	3124	2843	5450	14724	975	194	3487	3810	1692	4461	596	982	219645
February	'36	297	444	3830	634	12622	2198	331	13316	4591	2483	9024	1107	1495	525	1715	11403	974	300	2388	2462	1410	3774	744	1409	176668
	'35	183	380	4914	522	12710	4104	527	11700	4052	1664	10621	689	1919	700	3586	10734	823	235	2965	1736	1688	3233	446	2022	170615
	'34	126	238	2595	285	7386	2226	288	7020	2573	777	6169	452	1042	256	1505	5998	329	95	1320	868	983	1547	213	828	94887
	'33	77	272	3192	154	9124	1099	112	4534	1665	367	5483	489	418	234	835	3280	147	130	1139	499	610	1004	175	949	69471
	'32	104	256	3892	144	9994	786	179	4873	1292	512	7239	602	384	369	781	2834	210	169	2188	654	640	2375	338	836	82799
	'31	132	438	5194	269	13034	1602	613	8339	1877	1133	8839	615	959	1074	1258	5293	499	206	3686	1390	1021	3334	348	1338	134183
	'30	412	358	7493	295	16680	2490	720	12936	6267	2644	12909	968	1416	1898	2898	12001	647	313	3537	2376	1653	4423	412	1300	211645
	'29	306	385	8120	469	19315	6329	839	16903	7328	1970	14830	911	2001	1952	3078	13480	910	326	3191	1980	1644	3813	602	1568	234905
March	'36	511	886	11469	565	29036	3426	653	30305	5226	3583	19483	1953	1890	1029	7008	13669	1537	358	3781	5793	2882	8019	582	3791	301272
	'35	261	922	9599	441	23814	4002	950	16708	4747	2340	18514	1673	2241	1178	3716	13523	1171	455	3368	4496	2054	6747	813	2869	261477
	'34	214	691	6011	302	17520	2956	633	10951	3607	1351	10947	1207	1531	534	1909	11394	681	267	2014	2235	1406	3925	377	1612	173287
	'33	71	313	3428	122	10758	907	221	3919	1571	529	6969	546	531	222	447	4095	304	148	1343	878	550	1464	130	1051	78749
	'32	137	490	3860	88	12243	774	261	5088	957	512	8518	770	373	385	551	2977	350	282	1426	1192	668	2568	383	1123	92175
	'31	248	1121	8413	210	24836	2356	956	10542	2522	1382	14437	1531	1300	952	1915	7188	893	475	2924	2666	1464	5439	411	2478	200841
	'30	331	979	11061	1044	28541	3086	1186	15912	5737	2123	21808	2162	1398	1878	2863	11979	1210	679	4562	5289	2602	8903	501	2071	298824
	'29	360	1064	12874	1004	36879	5429	940	26220	8643	3049	23352	2265	2297	1876	4635	15495	1586	828	6095	5224	3091	5345	699	2581	378346
April	'36	523	1995	13729	1076	39260	4846	1516	26022	5667	4073	29012	2371	2088	975	3702	11354	1647	1248	5605	4090	11283	1154	6267	3700	397190
	'35	352	1628	10888	939	32364	6394	1729	21658	5934	2549	24775	2257	2312	1108	3834	12681	1091	972	5728	5205	2887	11297	654	3214	319652
	'34	182	1169	8345	675	22778	4922	1186	15076	4495	1285	19030	1650	2154	453	3011	11102	733	731	2716	2400	2531	4706	429	2126	222900
	'33	40	684	5499	330	18728	1601	377	7718	1027	743	9420	952	837	171	1532	5755	380	348	1298	1481	1084	2834	165	1240	119972
	'32	172	821	5008	229	19120	1427	524	7307	1639	740	9962	1097	657	410	1105	3737	281	538	1758	1281	1183	3064	206	1407	121089
	'31	235	1844	10729	558	34939	3249	1400	17736	2909	1851	19947	1988	1746	1190	3248	8549	887	1213	3878	2613	2674	6727	493	3008	265732
	'30	282	1971	11784	466	38251	3370	2446	24780	6714	3502	26398	2175	1677	2050	5166	12690	1626	1531	4856	5159	4210	9571	601	2319	357063
	'29	399	2055	15731	1133	45102	6649	4917	37350	10162	3179	36150	3011	3113	2916	6447	26718	1815	1817	5560	5814	5483	13780	970	2468	481896
May	'36	543	1849	13015	988	39128	4321	1407	27088	4910	4177	38448	2467	2379	1647	3581	16199	1393	1415	5378	5643	4304	11330	1049	3668	392750
	'35	320	1401	10193	700	28507	4383	1750	18698	4502	2328	21698	1841	2111	1653	3499	13050	1063	1035	4675	2624	2059	9208	569	3323	293201
	'34	278	1173	7949	567	23511	3885	910	15547	3760	1420	18166	1494	2244	1169	2717	10934	596	850	4653	2230	1996	4833	457	2294	219225
	'33	162	1031	6707	280	22574	2141	305	11508	1984	942	12657	1368	1023	428	1960	6669	692	607	2522	1563	1503	3116	317	1662	160228
	'32	93	978	5722	193	20424	1459	611	8137	1921	661	11419	1026	624	536	1199	4318	321	743	1976	1198	1128	3103	181	1556	131261
	'31	246	1599	10554	431	31714	3403	1137	15161	2703	1837	20273	1887	1731	1151	2932	8622	675	1197	4811	2279	2542	7711	552	2918	247682
	'30	225	1938	11728	1115	40057	3315	1998	22146	5632	2564	27542	2183	1917	1862	4577	12383	1300	1673	5864	4082	4239	14493	588	2274	345041
	'29	414	2268	11487	1132	41698	5705	3765	32734	8195	3065	33152	3031	2959	3114	5732	18137	2560	2388	6184	5581	4833	19827	1121	2424	454453
June	'36	463	1608	11875	562	31912	4286	1644	26908	5892	4706	35974	2573	2337	1887	3918	14587	1844	1183	5469	5887	5790	11177	1249	4014	369423
	'35	410	1130	10631	472	27695	2994	1407	18184	3935	2569	21211	1510	1808	1663	3864	11170	1139	881	4302	2712	4001	8030	754	3180	280360
	'34	299	1119	7900	349	23141	3724	804	16746	3935	1533	19705	1606	1821	539	2703	12197	837	663	3021	2440	3829	5187	528	2654	223864
	'33	55	922	7278	210	21344	2349	713	11961	1604	1299	15270	1320	1291	766	1571	7884	655	516	2488	1769	1484	3403	366	1710	174219
	'32	140	874	7737	209	20084	1429	707	9329	1979	1010	14537	1103	766	417	1114	5483	400	700	2403	1290	1586	3602	229	1924	148751
	'31	241	1298	9626	232	26318	2336	889	12003	1934	1774	17938	1719	1512	974	2118	7686	720	828	4399	1260	2120	3906	473	2683	201911
	'30	183	1345	12206	478	24203	3189	1954	16083	4541	1816	25253	1648	1420	2106	3023	10785	1357	1210	4839	2536	3162	6764	424	2236	260942
	'29	304	1807	16639	1064	30836	5139	2967	29240	6305	2347	30747	2668	2497	4190	4211	14868	1787	1629	5478	5529	4542	13699	958	2429	386537
July	'36	472	1120	11140	1572	34732	6036	1625	22264	5674	4034	30444	1919	2386	1714	3805	16624	1485	864	5423	5379	4817	9359	978	3275	357490
	'35	554	1077	6701	1224	27000	6053	1974	18367	4385	2694	20556	1531	2039	1958	3769	12963	913	837	4075	3514	3346	8048	688	3178	285195
	'34	361	931	7653	1014	24021	4733	1124	15941	5769	1614	17347	1443	1922	973	3328	11300	820	539	3405	2692	3080	5011	516	2433	229006
	'33	298	712	6985	547	22397	3659	957	14123	3461	1295	13497	1433	1742	790	2569	8451	509	381	2213	1724	2014	3266	395	1534	185700
	'32	249	429	3916	340	16860	1778	455	5556	1469	601	7720	695	640	476	1414	4206	221	342	1932	1122	900	2312	184	1308	104188
	'31	325	1004	7287	461	26916	3740	598	10543	2358	1432	14231	1667	1657	853	2932	6777	561	592	3762	2911	2246	5206	483	2313	194571
	'30	557	1131	9128	904	35184	3517	1140	12774	6341	3037	17915	1742	1702	2141	4122	10628	954	795	4081	4383	3279	7385	512	2235	254077
	'29	652	1571	14276	1251	45155	6698	2275	27190	10659	4931	26743	2408	3309	3990	6918	24959	2014	959	5982	6845	4973	13902	963	2536	432695
August	'36	806	814	7391	956	22062	4529	858	17959	4461	3181	23399	1349	2215	1566	3315	12490	1221	4582	697	4543	3032	6436	675	2525	262912
	'35	356	780	6653	724	19356	5003	1119	14144	5157	2307	18261	1218	2343	1304	3362	12033	1205	693	3883	3061	2104	6267	548	2446	233851
	'34	318	637	6136	681	18360	4304	749	13611	3524	1510	16693	1206	2020	834	3975	10564	715	574	3827	2588	2624	4508	497	1895	193198
	'33	159	664	5836	474	19951	3668	693	13691	3915	1234	16240	1378	2044	621	2269	9431	495	536	2503	2377	2352	3695	355	1657	178935
	'32	74	360	4193	201	13462	1419	343	5405	1435	497	8038	665	614	389	1088	2953	143	391	1680	982	943	1840	174	1163	93457
	'31	265	628	6761	314	20125	2564	280	7271	1627	875	13837	1269	1369	730	1957	5585	250	670	3373	1713	1869	3306	307	1888	155207
	'30	369	799	8418	612	22849	2881	452	11418	4253	1514	17360	1385	1417	1297	2656	9594	430	815	3006	2943	2089	4199	364	1913	203865
	'29	628	1208	12002	1057	32947	4705	1293	24412	9595	3361	28276	2110	3248	2433	5580	20172	1364	1657	6005	5447	3959	8311	804	2519	376933
September	'36	363	871	5996	529	16366	3576	671	14069	3290	2520	16461	912	1892	880	2723	10116	1002	489	3675	3572	2318	5845	1857	523	208896
	'35	338	703	4065	429	12076	4384	738	8766	3686	1679	11155	742	1828	1116	2435	7858	814	469	3351	2498	1450	4125	431	1522	157098
	'34	171	718	4118	555	11602	4922	689	8912	3486	1223	10194	819	1744	714	2091	9783	668	384	2809	2152	1544	2984	338	1354	146931
	'33	122	848	5362	299	14373	2941	652	9432	4639	1134	13374	1096	1797	449	2397	8376	421	385	2578	2067	1850	3173	242	1306	157976
	'32	148	453	3393	132	10230	1200	285	4375	1804	369	6866	545	662	302	843	5253	236	294	1726	724	773	1596	119	893	81893
	'31	196	807	6236	197	14973	2093	448	6826	1185	825	10594	996	893	525	1295	4273	487	433	2662	1365	1215	3130	236	1802	124876
	'30	306	964	7439	406	16678	2416	1186	9349	3021	1270	13882	1039	1237	1336	2113	8364	855	628	3491	2610	1922	4757	270	1596	175358
	'29	390	1240	10473	1064	22704	6145	2739	18281	6218	2514	20247	1529	2639	2926	3935	14889	1567	872	5861	4750	3017	8378	989	1893	304422
October	'36	215	599	5168	929	14312	3256	748	10797	2997	2100	12365	1020	1535	762	1959	9035	790	464	2956	2768	1721	3863	464	1633	171319
	'35	193	584	4574	634	13890	4755	986	8204	2603	1398	9346	747	1480	818	2086	8785	629	376	2778	2399	1376	2412	336	1405	148389
	'34	174	554	3880	598	11871	6974	657	8197	2912	1187	10116	746	1795	688	2992	7327	560	326	2820	2053	1401	2659	391	1321	140937
	'33	98	575	4640	510	12593	4776	647	8778	3781	1005	10359	929	1683	452	2352	10340	398	328	2311	1601	1627	1901	210	1237	136326
	'32	67	275	2201	204	7289	1701	191	3544	1437	355	5066	472	647	188	1081	3597	153	192	1285	635	666	903	114	812	63195
	'31	155	615	4279	231	13366	2111	280	5606	1389	702	8573	798	814	314	1734	3943	237	395	2665	879	1169	1467	152	1575	102939
	'30	184	689	6183	616	16543	2937	664	7484	3329	1229	11537	921	1614	962	2685	7217	505	485	2579	1856	1629	3507	290	1341	150264
	'29	237	1088	8973	1236	23070	4858	1925	15542	8744	2946	18253	1371	3060	2192	5262	21459	1110	720	4187	3785	2597	6228	494	1654	288829
November	'36	217	830	8796	838	21454	4039	487	17438	4045	2697	15678	1392	1839	610	3431	13140	775	537	3388	2725	2226	6122	486	2297	223560
	'35	222	756	7695	831	21479	4596	715	15482	4198	2092	14794	1224	2297	813	3345	11621	731	578	3768	2083	2065	5922	363	2472	220262
	'34	104	482	2660	617	8598	3086	338	6352	2426	1014	6717	623	2055	559	1873	7068	468	256	2544	1142	1135	3117	306	794	107574
	'33	107	335	3124	301	8966	2328	317	5111	2608	647	7433	585	1983	282	1627	7120	302	203	1695	916	1016	2182	200	745	94180
	'32	36	201	1673	159	5349	912	114	2276	1014	331	3724	368	386	145	541	2666	120	155	1096	415	367	980	71	534	44349
	'31	92	362	3225	203	9379	1201	221	4024	1032	534	6568	585	592	251	1093	3195	122	274	1834	389	694	2265	111	1016	75321
	'30	117	390	3658	307	8988	1392	310	5264	2076	795	6845	599	855	593	1181	5155	371	268	1944	747	979	1537	129	868	93046
	'29	232	621	5409	967	13468	3537	661	10300	5837	2044	13235	1010	1987	1158	3422	12034	735	420	4494	1793	1623	3246	196	1252	183633
December	'36	272	626	12968	1367	27036	5897	451	25009	6742	4410	32858	1578	2434	672	3345	18341	850	566	4443	6381	2996	7450	1058	2818	327303
	'35	126	424	6356	866	14967	5280	319	16138	6490	3079	23216	879	1757	713	2485	15229	660	508	4397	4920	1857	5167	1315	2048	237194
	'34	73	109	2067	444	4197	2810	138	5959	1452	864	8607	394	1028	261	1091	5565	251	133	1300	1463	996	1537	283	648	75356
	'33	19	70	1400	233	3706	2220	105	5735	1112	566	6196	286	617	156	1028	4383	176	54	881	863	473	1151	205	436	58624
	'32	17	69	2293	186	2507	1164	22	4664	641	303	5926	296	414	94	869	2451	30	89	881	815	584	822	117	565	45683
	'31	68	106	2734	247	6121	1817	42	7106	1185	519	9222	466	736	202	1064	3939	94	136	1863	2279	993	1939	314	872	77563
	'30	154	113	973	363	6740	2338	104	9230	1354	654	8356	521	1013	299	1608	5878	256	153	2011	2555	1190	2197	316	932	96054
	'29	114	188	1059	530	5862	3605	220	13669	4663	1768	11636	470	1000	783	541	10751	386	118	3184	4192	1723	2611	513	882	138782

Who's Who

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pres. in chge. of sales; R. J. Southwell, sales mgr.; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Adv. Agcy.**—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

CAMPBELL CO., A. S., Inc., 161 Prescott st., E. Boston, Mass. Grille guards, bumper guards, license plate frames, rear curtain window frames, windshield frames, misc. stampings, any materials. A. S. Campbell, pres.; F. W. Wheeler, treas.; N. C. Raymond, gen. mgr., vice-pres.; R. E. Paddock, chief engr.; W. A. Sellon, pur. agt.; P. A. Brown, adv. mgr. **Det. Rep.**—A. S. Campbell, 426 Fisher bldg. **Adv. Agcy.**—Bennett & Simon, Boston, Mass.

CAMPBELL, WYANT & CANNON FOUNDRY CO., Muskegon, Mich. Cylinder blocks, cylinder heads, brake drums, centrifugally cast sleeves, electric furnace, camshafts and crankshafts, sand cast brake drums. D. J. Campbell, pres.; G. W. Cannon, vice-pres.; I. A. Wyant, secy-treas.; G. D. Branston, asst. secy., asst. treas.; F. B. Whitlock, sales mgr.; A. G. Nelson, pur. agt.; E. W. Beach, chief engr.

CANADA MOTOR PRODUCTS, Ltd., 68 Wellington st., W., Toronto, Ont. Starting, lighting and ignition replacement parts. I. M. Gringorten, sales mgr.; M. W. Gasner, pur. agt.

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CARLILE & DOUGHTY, Inc., Washington and Cherry sts., Conshohocken, Pa. Storage batteries, battery plates. L. A. Doughty, pres.; F. S. Carlile, secy., treas.; H. S. Plummer, gen. mgr., sales mgr.; C. Dempwolf, chief engr., pur. agt.

CARLTON ELECTRIC CO., 595 Jeanette st., Union City, N. J. Automobile lamp bulbs. Frank V. Guarino, pres., chief engr.; Louis M. Spack, treas., sales mgr.

CARLTON LAMP CORP., 311 30th st., Union City, N. J. Auto lamp bulbs, radio panel bulbs, miscellaneous miniature incandescent lamps. Frank A. Vosburgh jr., pres., gen. mgr.; Louis M. Spack, secy., sales mgr.; Frank V. Guarino, treas.; Robert S. Bolan, vice-pres. in chge. of engrg.

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(See display advertising index)

CARRIERS EQUIPMENT CO., N. Main st., Toluca, Ill. Aero mail car, kitchenette trailer. Gerald F. Senninger, proprietor.

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GEORGE R. CARTER CO., 630 Lycaste ave., Detroit. Assist straps, automobile passementeries, airplane trimmings, fender welts, gimps and bindings, robe rails, "Wire-On." A. E.

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NEW PASSENGER CAR REGISTRATIONS, 12

Figures supplied by R. L. Polk & Co. with exception of New Jersey, supplied by New Jersey Motor List Co., and Metropolitan New York area which are compiled by Sherlock & Arnold

STATES		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP						
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	Buick	Cadillac	Chevrolet	LaSalle	Oldsmobile	Pontiac	Totals
Alabama	'36	242	172	2032	3778	6224	9032	122	9154	972	47	14652	111	839	1001	17622
	'35	196	107	1364	3517	5184	9358	12	9370	662	30	10611	58	968	966	13295
Arizona	'36	223	276	1189	1894	3582	2489	70	2559	567	32	3602	33	510	408	5152
	'35	104	146	863	1341	2454	2332	4	2336	326	15	2471	36	462	555	3865
Arkansas	'36	239	82	1173	2589	4083	5366	67	5433	472	27	7200	43	479	974	9195
	'35	175	80	1040	2407	3702	5974	7	5981	296	6	5848	41	561	852	7604
California	'36	5839	6067	23287	34234	69427	49922	1684	51606	14134	1357	56118	1676	16309	15039	104633
	'35	3043	3603	16725	28045	51416	52851	240	53091	6368	865	39501	1402	12334	8363	68833
Colorado	'36	722	390	2413	5414	8939	7603	164	7767	1800	74	10193	89	1710	1526	15392
	'35	369	177	1729	3427	5702	7656	16	7672	861	42	6415	80	1402	1592	10392
Connecticut	'36	835	853	3911	8756	14355	8989	207	9196	3378	330	10815	286	2951	3471	21231
	'35	562	604	2821	6081	10068	10307	43	10350	1835	186	7548	260	2325	2485	14639
Delaware	'36	118	70	245	1080	1513	1539	32	1571	630	68	2555	57	693	640	4643
	'35	79	50	207	841	1177	1969	2	1971	323	38	1878	43	599	500	3381
Florida	'36	574	314	2148	5919	8955	9978	387	10365	1720	189	10152	254	1750	1579	15644
	'35	404	216	1649	4317	6586	10360	44	10404	1043	89	8242	194	1414	1523	12505
Georgia	'36	531	253	2317	6133	9234	12472	210	12682	1699	136	13106	191	1812	1378	18322
	'35	381	218	1646	5401	7646	12634	20	12654	1035	71	11211	154	1633	1441	15545
Idaho	'36	242	190	952	2107	3491	3234	92	3326	400	9	4368	18	537	570	5902
	'35	158	106	787	1691	2742	3162	3	3165	174	7	3034	15	384	428	4042
Illinois	'36	4329	3504	20181	35885	63899	47619	1107	48726	11434	1046	59434	1109	13947	12759	99729
	'35	2923	2169	13208	25801	44101	53945	197	54142	6525	576	36833	845	11847	9889	66515
Indiana	'36	1628	1505	7768	17907	28808	25191	355	25546	4005	228	33435	294	6135	5808	49905
	'35	1170	1047	5876	14280	22373	27134	40	27174	2179	103	20773	244	5154	4339	32792
Iowa	'36	1061	628	4036	9754	15479	16701	237	16938	2120	72	25263	118	2816	3069	33458
	'35	713	490	3702	9660	14565	22897	19	22916	1444	39	18908	116	2819	2933	26259
Kansas	'36	708	542	2850	7778	11878	12058	154	12212	1516	68	19423	76	1995	2575	25653
	'35	511	396	2272	6744	9923	15138	11	15149	972	34	14896	78	2213	2452	20645
Kentucky	'36	696	366	3044	6277	10383	8710	128	8838	1438	73	12943	116	1655	1802	18027
	'35	613	245	2666	5336	8860	10385	16	10401	741	39	10561	91	1408	1490	14330
Louisiana	'36	465	213	2107	4817	7602	10333	240	10573	1115	81	13440	140	1342	1035	17153
	'35	253	132	1675	3216	5276	9697	32	9729	591	42	9611	99	1197	1035	12575
Maine	'36	193	124	1263	2257	3837	3640	62	3702	994	81	4928	90	1139	1208	8440
	'35	151	82	745	1686	2664	3623	8	3631	530	43	3238	52	808	875	5546
Maryland	'36	921	380	3148	7307	11756	9282	146	9428	2464	143	12543	169	1933	2351	19603
	'35	809	315	2402	5779	9305	10000	16	10016	1436	91	9142	126	1690	2092	14577
Massachusetts	'36	1749	933	9411	17392	29485	24141	521	24662	6855	638	25808	773	9202	6871	50147
	'35	1489	517	5889	11133	19028	26481	105	26586	3821	309	18966	573	6908	4758	35335
Michigan	'36	2677	2055	16720	25919	47371	66496	1358	67854	11574	636	56737	931	10929	12534	93341
	'35	1767	1110	10335	18484	31696	72074	229	72303	5635	389	36164	921	9998	11849	64956
Minnesota	'36	1316	1003	4445	12833	19597	18686	265	18951	2927	116	25821	153	3150	3873	36040
	'35	922	463	3072	9840	14297	21046	26	21072	1704	59	17072	131	2922	3203	25091
Mississippi	'36	178	85	1031	3478	4772	6783	80	6863	576	6	10860	31	442	614	12529
	'35	143	56	588	2071	2858	6816	4	6820	290	6	7759	18	339	604	9016
Missouri	'36	1126	921	5514	12264	19825	18967	296	19263	3040	221	30568	305	4304	4339	42777
	'35	901	626	4034	10463	16024	23526	56	23582	1761	127	21100	293	4120	3472	30873
Montana	'36	508	202	1429	2871	5010	4688	133	4821	598	16	6040	36	793	562	8045
	'35	361	104	1089	2683	4237	4873	3	4876	246	5	4460	37	636	667	6051
Nebraska	'36	531	260	1946	5581	8318	9423	157	9580	1292	24	13019	42	1438	1531	17346
	'35	375	223	1676	4986	7260	11713	13	11726	763	19	9204	49	1583	1616	13234
Nevada	'36	108	112	389	754	1363	1039	51	1090	221	42	1151	40	255	283	1992
	'35	53	42	266	522	883	983	4	987	86	20	705	38	231	204	1284
New Hampshire	'36	172	103	822	1659	2756	2596	60	2656	730	48	3134	33	911	634	5490
	'35	123	52	624	1263	2062	2740	5	2745	398	23	2507	41	651	477	4097
New Jersey	'36	2393	1621	9914	16711	30639	18978	604	19582	8053	695	25229	721	7539	8115	50352
	'35	1433	977	6814	11116	20340	23330	104	23434	4375	408	17642	638	5923	5835	34821
New Mexico	'36	208	82	564	1572	2426	2588	66	2654	464	14	3800	18	346	379	5021
	'35	116	51	404	1191	1762	2422	1	2423	279	5	2583	17	396	400	3680
New York	'36	6248	6334	25960	44781	83323	56514	1730	58244	23343	2118	65595	2028	20252	16425	129761
	'35	4695	2790	19028	30983	57496	68397	447	68844	13249	1300	46403	1724	16666	14383	93725
North Carolina	'36	754	393	2584	7983	11714	11876	170	12046	1568	87	17894	122	1613	1758	23042
	'35	704	364	2349	8190	11607	17384	21	17405	1208	34	18811	103	2089	2038	24283
North Dakota	'36	160	89	505	1346	2100	2991	57	3048	290	6	4250	11	303	312	5172
	'35	136	65	494	1709	2404	4556	5	4561	231	2	3946	8	411	446	5044
Ohio	'36	4355	3543	18216	37519	63633	55052	801	55853	9011	689	65020	838	12651	14312	102521
	'35	2779	2203	12465	27843	45290	52077	131	52208	4532	365	40112	685	10511	10619	66824
Oklahoma	'36	724	418	3026	6668	10836	14187	260	14447	2220	136	19539	171	2622	3162	27850
	'35	572	306	2821	6432	10131	16668	33	16701	1382	60	16629	157	2677	2788	23693
Oregon	'36	729	707	3008	5063	9507	8455	272	8727	1625	80	10714	170	1678	2013	16280
	'35	461	314	1780	3792	6347	6900	15	6915	563	37	5697	89	1095	1226	8707
Pennsylvania	'36	6876	4232	23095	49748	83951	52112	1024	53136	15060	854	61713	1105	15519	14291	108542
	'35	4627	2532	16182	33711	57052	53352	193	53545	7939	549	40343	943	11775	11187	72736
Rhode Island	'36	434	352	1372	3812	5970	3410	86	3496	1074	118	4340	112	1290	989	7923
	'35	322	238	1122	2831	4513	3689	27	3716	597	42	3327	68	715	780	5529
South Carolina	'36	261	135	1342	3706	5444	6074	70	6144	722	28	8462	31	628	699	10570
	'35	191	83	1139	2936	4349	7591	12	7603	441	7	7974	15	831	828	10096
South Dakota	'36	199	113	785	1920	3017	3349	38	3387	543	5	4533	11	527	517	6136
	'35	151	170	633	1955	2909	4171		4171	323	2	3868	13	591	581	5378
Tennessee	'36	575	301	3051	6514	10441	9994	140	10134	1357	91	13563	148	1448	1463	18070
	'35	391	290	2202	5954	8837	11511	21	11532	836	47	11604	118	1353	1346	15304
Texas	'36	2216	1030	7939	20789	31974	39384	664	40048	5614	413	55300	497	7017	5563	74404
	'35	1927	858	6411	18030	27226	44351	72	44423	3661	203	43034	408	5606	6194	59106
Utah	'36	203	328	1224	2079	3834	3140	101	3241	439	18	3731	22	611	435	5256
	'35	166	211	886	1556	2819	2975	6	2981	192	11	2567	31	526	416	3743
Vermont	'36	150	86	539	1349	2124	1733	33	1766	515	24	2169	38	465	466	3677
	'35	162	62	349	1122	1695	1899	3	1902	292	10	1673	37	454	412	2878
Virginia	'36	657	537	3357	7792	12343	12783	173	12956	1732	73	16512	104	1678	2026	22125
	'35	470	386	2455	6443	9754	15301	20	15321	1142	45	13726	103	1320	1827	18163
Washington	'36	901	1030	3727	8000	13658	12069	271	12340	1851	109	13170	134	3040	2278	20582
	'35	594	504	2795	5444	9337	10057	16	10073	830	56	7878	125	2218	1531	12638
West Virginia	'36	685	634	2620	6594	10533	7399	91	7490	1200	62	11877	79	1622	1471	16311
	'35	421	298	1911	5065	7695	7021	13	7034	570	23	6442	79	1293	967	9374
Wisconsin	'36	1156	1018	6185	12060	20419	18769	303	19072	3236	167	26088	205	5361	4755	39812
	'35	902	559	4741	10247	16449	21234	28	21262	1762	99	16758	206	4309	4031	27165
Wyoming	'36	173	105	787	1410	2475	2196	70	2266	407	9	2804	11	419	386	4036
	'35	91	68	523	971	1653	1982		1982	230	5	1779	8	421	417	2860
District of Columbia	'36	710	397	2947	5527	9581	8524	158	8682	1692	162	6639	202	1883	1420	11998
	'35	477	247	2316	4449	7489	9977	27	10004	956	109	5244	165	1589	1210	9273
Complete 12 Months' Totals	'36	58698	45088	248518	499580	851884	748554	15567	764121	160687	11766	930250	13992	178488	171669	1466852
	'35	40536	26952	178770	382985	629243	826519	2370	828889	87635	6692	656698	11775	149375	140122	1052297

MONTHS BY MAKES AND STATES, 1936-1935

STATES		HUD. GROUP			NASH GROUP			AUBURN			NON-AFFILIATED GROUP								TOTALS
		Terra-plane	Hudson	Totals	LaFayette	Nash	Totals	Auburn	Cord	Totals	Graham	Hupp	Packard	Pierce-Arrow	Reo	Stude-baker	Willys	Miscel-laneous	
Alabama	'36	1025	116	1141	128	121	249	13	9	22	47		323	2	1	285	128		35198
	'35	585	150	735	108	80	188	66		66	45	22	156	1	6	156	160	23	29407
Arizona	'36	316	117	433	111	159	270	7	8	15	108	8	234		4	316	76	1	12758
	'35	236	104	340	116	95	211	5		5	70	25	108			199	81		9694
Arkansas	'36	350	55	405	39	66	105		1	1	13	2	134	1	7	211	10	12	19612
	'35	168	56	224	26	31	57	3		3	18	11	62		6	150	6	4	17828
California	'36	3178	1612	4790	1245	2553	3798	144	159	303	2082	135	5500	88	275	8467	4981	170	256255
	'35	2458	1783	4241	1492	1867	3359	466		466	1607	717	3011	91	340	4718	5045	32	196967
Colorado	'36	1180	276	1456	294	370	664	36	7	43	154	30	507	22	36	599	112		35721
	'35	603	243	846	234	252	486	72		72	99	61	270	12	43	395	4	1	26055
Connecticut	'36	1014	409	1423	311	637	948	63	32	95	626	81	1872	23	69	1288	117	18	51342
	'35	845	413	1258	367	337	704	176		176	524	257	1052	26	97	760	88	6	40005
Delaware	'36	173	45	218	24	21	45	1		1	1	1	357	2	3	114	5	3	8477
	'35	159	69	228	31	22	53	6		6	9	9	213			68	3	1	7119
Florida	'36	1228	293	1521	127	138	265	33	33	66	261	13	877	15	43	486	447	30	38988
	'35	673	258	931	155	123	278	135		135	216	83	425	3	52	362	377	119	32476
Georgia	'36	854	189	1043	235	201	436	22	9	31	34	6	871		16	739	167		43581
	'35	515	209	724	140	111	251	73		73	30	44	493	5	18	565	196	26	38270
Idaho	'36	535	140	675	101	126	227	3	4	7	59	13	116		16	513	93		14438
	'35	293	125	418	84	77	161	15		15	86	43	59		12	296	45		11084
Illinois	'36	5128	1371	6499	1465	2520	3985	266	142	408	994	128	5339	46	244	5348	226	567	236138
	'35	3455	1359	4814	1532	1813	3345	594		594	936	452	2731	49	222	2921	96	1284	182202
Indiana	'36	3764	728	4492	464	486	950	215	107	322	580	58	1628	5	81	3583	309	13	116280
	'35	2667	857	3524	575	428	1003	480		480	548	265	686	16	70	1839	247	12	91029
Iowa	'36	1838	413	2251	434	519	953	12	12	24	344	43	664	1	55	1540	113	20	71883
	'35	1566	550	2116	577	350	927	55		55	287	195	369		56	1142	65	3	68955
Kansas	'36	1653	433	2086	270	321	591	9	11	20	134	13	414	6	66	955	13		54041
	'35	1440	561	2001	250	217	467	69		69	214	67	210	8	79	812	17	4	49665
Kentucky	'36	826	176	1002	117	147	264	22	16	38	193	21	662	8	37	556	80		40109
	'35	579	150	729	167	129	296	41		41	244	92	319	3	21	368	56	2	35762
Louisiana	'36	453	116	569	183	246	429	4	8	12	35	5	380	14	26	590	81	2	37471
	'35	236	98	334	249	199	448	17		17	40	30	263	12	11	398	121	25	29279
Maine	'36	562	179	741	137	156	293	2	4	6	104	2	386	2	3	353	21		17890
	'35	346	137	483	117	100	217	10		10	112	25	201	6	12	197	4	3	13111
Maryland	'36	827	223	1050	116	275	391	10	16	26	65	13	995	22	13	844	22		44228
	'35	521	221	742	212	241	453	48		48	132	82	562	29	12	607	10	3	36578
Massachusetts	'36	2734	1009	3743	630	1475	2105	51	25	76	564	37	3773	79	150	2122	86	232	117261
	'35	1778	1010	2788	804	911	1715	122		122	450	346	2125	74	226	1269	45	14	90123
Michigan	'36	7591	1651	9242	490	919	1409	46	57	103	1195	41	3895	12	447	1680	347	31	226968
	'35	5125	1807	6932	589	513	1102	114		114	1211	480	2041	10	528	1046	177	8	182604
Minnesota	'36	1987	381	2368	511	508	1019	28	16	44	381	52	1203	6	104	1776	100	132	81773
	'35	1460	394	1854	336	335	671	84		84	307	220	643	15	110	1073	18	3	65458
Mississippi	'36	328	41	369	55	70	125				5	2	137			177	26	1	25006
	'35	175	44	219	82	51	133	1		1	6	17	70			67	14	5	19226
Missouri	'36	1280	340	1620	367	429	796	55	12	67	300	48	1489	28	73	1417	27	10	87740
	'35	872	319	1191	461	384	845	103		103	322	142	727	27	68	977	31	3	74915
Montana	'36	1037	321	1358	245	274	519	11	5	16	87	26	252	3	19	554	35		20745
	'35	677	257	934	217	238	455	10		10	86	66	137	7	24	464	56	2	17405
Nebraska	'36	619	142	761	186	219	405	16	8	24	65	21	363	1	29	703	77	2	37695
	'35	464	204	668	188	173	361	21		21	76	119	201	1	16	513	30	1	34227
Nevada	'36	119	73	192	93	162	255	1	2	3	54	2	133		1	144	26		5255
	'35	44	39	83	35	53	88	7		7	23	12	78		2	76	23	1	3547
New Hampshire	'36	282	112	394	99	190	289	8	3	11	69	2	249	1	21	270	49	1	12258
	'35	259	115	374	105	108	213	25		25	74	34	150	2	36	142	32	2	9988
New Jersey	'36	1846	648	2494	304	1118	1422	90	44	134	469	56	3732	50	63	2516	225	3	111737
	'35	1203	639	1842	498	653	1151	238		238	466	260	1926	42	156	1242	123	8	86049
New Mexico	'36	326	51	377	20	44	64				5	2	143		5	167	15	2	10881
	'35	156	49	205	31	22	53	10		10	13	13	55		7	79	11		8311
New York	'36	5038	2088	7126	1337	2704	4041	208	143	351	1266	119	9542	102	201	5026	359	3862	303323
	'35	3933	2191	6124	1392	1841	3233	592		592	1874	679	6108	109	427	3051	196	47	242505
North Carolina	'36	902	216	1118	87	124	211	8	5	13	112	5	743		9	306	40	5	49364
	'35	1020	312	1332	114	57	171	39		39	172	47	439	1	18	371	93	12	55990
North Dakota	'36	257	47	304	92	64	156		1	1	50	1	48		13	173	28	1	11095
	'35	140	58	198	109	73	182	6		6	20	13	24		5	152	2	1	12612
Ohio	'36	7064	1525	8589	992	1597	2589	99	57	156	1495	89	4360	32	221	4200	1125	2	244865
	'35	4756	1615	6371	949	951	1900	313		313	1428	439	2043	37	262	2541	725	7	180388
Oklahoma	'36	974	225	1199	193	259	452	39	28	67	130	37	535	17	109	802	123	1	56605
	'35	697	260	957	239	151	390	55		55	184	44	367	10	16	546	18	4	53116
Oregon	'36	1337	374	1711	423	580	1003	15	6	21	609	23	566	4	75	1317	609	8	40460
	'35	796	345	1141	231	249	480	49		49	533	70	266	5	62	651	520	3	25749
Pennsylvania	'36	6468	1555	8023	1318	2501	3819	116	70	186	1581	194	7021	101	233	6090	320	84	273281
	'35	4152	1468	5620	1478	1652	3130	333		333	1453	761	4005	130	362	2561	157	91	201936
Rhode Island	'36	503	121	624	98	222	320	6	13	19	70	3	527	8	12	278	7	52	19309
	'35	230	107	337	91	108	199	9		9	59	51	223	15	40	99	6	14	14810
South Carolina	'36	822	85	907	16	38	54	7	1	8	9	8	439		7	325	105		24020
	'35	562	94	656	19	17	36	37		37	32	65	218		3	175	134	15	23419
South Dakota	'36	313	61	374	119	92	211	2	1	3	18	10	123		16	249	12		13556
	'35	317	106	423	140	109	249	3		3	24	33	73	1	32	229	5	1	13531
Tennessee	'36	853	129	982	208	267	475	6	5	11	98	18	622	1	14	758	328	7	41959
	'35	670	171	841	211	208	419	34		34	218	63	411	4	8	448	314	14	38447
Texas	'36	3531	704	4235	419	523	942	45	43	88	327	37	2187	34	86	3366	266	1	157995
	'35	2065	666	2731	403	309	712	216		216	361	245	1187	49	116	2012	313	29	138726
Utah	'36	459	144	603	124	183	307	19	8	27	273	11	247		8	520	71		14398
	'35	213	104	317	142	155	297	14		14	189	35	144		9	262	15		10825
Vermont	'36	283	90	373	62	59	121				20	2	216	2	5	87	19	1	8413
	'35	226	126	352	59	36	95	8		8	29	17	139	2	8	62			7187
Virginia	'36	782	188	970	119	176	295	19	4	23	190	27	858	10	20	495	33	1	50346
	'35	692	231	923	143	143	286	68		68	211	99	487	23	36	374	57	11	45813
Washington	'36	2128	621	2749	294	471	765	39	17	56	446	45	823	9	35	2106	833	11	54458
	'35	1104	455	1559	150	185	335	85		85	314	123	353	8	45	1208	601	6	36685
West Virginia	'36	778	185	963	134	208	342	9	6	15	210	14	589	2	55	690	56	2	37272
	'35	522	181	703	151	146	297	25		25	141	64	288	3	56	357	45	1	26083
Wisconsin	'36	2126	555	2681	1374	2000	3374	17	13	30	440	34	1635	7	109	1913	40	3	89569
	'35	1495	557	2052	1517	1274	2791	59		59	332	274	929	14	137	1061	39	4	72568
Wyoming	'36	340	86	426	50	86	136	7		7	40	2	91	2	5	193	14		9693
	'35	296	93	389	42	45	87	10		10	31	11	36		13	96	2		7170
District of Columbia	'36	460	166	626	44	142	186	19	3	22	27	16	972	19	6	628	21	3	32787
	'35	394	227	621	87	117	204	142		142	109	128	570	25	9	416	16	3	29009
Complete 12 Months' Total	'36	78471	20825	99296	16304	26766	43070	1848	1174	3022	16439	1556	68772	787	3146	67835	12423	5294	3404497
	'35	53838	21587	75425	17445	17739	35184	5163		5163	15965	7450	37653	875	3894	39573	10439	1858	2743908

Who's Who

(Continued from Previous Page)

Vogt, pres.; L. S. Foulkes, secy.; R. A. Lander, treas.; C. A. Lilley, gen. mgr., sales mgr.; E. R. Creamer, chief engr.; T. M. Emery, pur. agt. **Det. Rep.**—L. R. Lilley, 630 Lycaste ave.

auto flaps, fender guides, defrosters, gear-shift balls, heater switches. J. H. Cohen, pres., treas., gen. mgr.; Bert G. Cochrane, sales mgr.; G. F. Bahr, chief engr.; G. Cote, pur. agt. **Det. Rep.**—R. W. Sinclair, 8-255 Gen. Motors bldg. **Adv. Agcy.**—Steddiford Pitt Co., 153 Court st., New Haven, Conn.

CASCO PRODUCTS CORP., 1333 Railroad ave., Bridgeport, Conn. Brake lever extensions, cigar lighters, heating elements, steering wheel cont., auto fans, generator regulators, bike flaps, headlamp beam indicators.

CEDAR RAPIDS ENGINEERING CO. of DELAWARE, 902 17th st., N. E., Cedar Rapids, Ia. Piston grinding, valve facing, cylinder boring machines, hones, wrenches, valve seat grinding equip., valve seat replacement tools, reseating tool equip. R. H. Meister, pres.; Albert Hahn, secy.; F. Critz Hahn, treas., pur. agt.; Thomas M. Jones, vice-pres., sales mgr., adv. mgr.; Allen I. Dunn, chief engr. **Det. Rep.**—E. J. Kline, 15437 Heyden ave.

CELLULOID CORP., 10 E. 40th st., New York. Celluloid (cellulose nitra), (cellulose acetate), transparent sheets, molding materials, and molded articles, special fabricated and molded articles to specifications. W. S. Laudes, pres.; Geo. H. Richards, secy., treas.; Geo. H. Boeheyer, sales mgr.; R. P. Piperoux, chief engr.; D. M. Meeker, pur. agt.; A. J. St. John, adv. mgr. **Adv. Agcy.**—Aitken-Kynett Co., Philadelphia, Pa.

CENTRAL BRASS MFG. CO., 2950 E. 55 st., Cleveland, O. Pumps, pump faucets, shower heads, galley faucets. E. A. Eckhouse, pres.; J. N. Mortimer, secy.; M. W. Bernstein, treas., sales mgr.; Chas. M. Mortimer, chief engr.; L. S. Fisher, pur. agt., adv. mgr. **Det. Rep.**—Theodore Bargman, 3200 Loraine at Grand River. **Adv. Agcy.**—Norman Krichbaum, Cleveland.

CENTRAL DIE CASTING & MFG. CO., 2935 W. 47th st., Chicago. Die cast automotive replacement parts. Albert T. Sebek, pres.; Edward T. Fay, vice-pres., secy., pur. agt.; Walter R. Costello, treas.; C. E. Boyer, adv. mgr., sales mgr.; A. R. Keene, chief engr. **Det. Rep.**—Porter E. Stone, 17320 Monica ave.

CHAIN BELT CO., 1600 W. Bruce st., Milwaukee, Wis. Assembly. con.: overhead, foundry, belt; coal and ash handling equip.; spray nozzles; chain drives. C. R. Messinger, pres., gen. mgr.; A. R. Abelt, secy., sales mgr.; C. L. Pfeifer, treas.; L. B. McKnight, sales mgr. **Det. Rep.**—Chain Belt Co., 5169 Martin ave. **Adv. Agcy.**—Buchen Co., Chicago.

CHAMPION ANTI-RATTLER CO., Inc., 1935 Washington ave., St. Louis, Mo. Service items, replacement parts, hydraulic brake parts and fluid. Edw. H. Mohme, pres., gen. mgr.; E. L. Wylie, secy.-treas.; J. G. Meiners, pur. agt. **Adv. Agcy.**—Beecher Adv. Agcy., St. Louis, Mo.

CHAMPION PNEUMATIC MACHINERY CO., 3164-70 S. Chicago ave., Chicago. Air compressors, car washers, tire inflation equipment. Geo. T. Rayfield, pres., gen. mgr., pur. agt.; C. H. Lee, secy, sales mgr., adv. mgr.; Fred J. Rayfield, treas., chief engr. **Det. Rep.**—M. J. Vierling, 5427 Grand River ave. **Adv. Agcy.**—Van Auken-Ragland, Inc., Chicago.

CHAMPION SPARK PLUG CO., Upton ave., Toledo, O. Spark plugs. R. A. Stranahan, pres.; H. B. Speyer, secy.; F. D. Stranahan, treas.; R. H. Rowland, sales mgr.; O. C. Rohde, chief engr.; J. F. Barr, pur. agt.; M. C. Dewitt, adv. mgr. **Det. Rep.**—J. B. Funk, 620 Fisher bldg. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit.

CHANCE, A. B., CO., Allen st., Centralia, Mo. Piston rings, flexible piston rings, piston skirt expanders, cylinder gauges, bronze hammers, ring skids. A. B. Chance, pres.; I. L. Traughber, secy.-treas.; F. C. Chance, gen. mgr., vice-pres.; J. T. Isbell, sales mgr.; W. L. Hollander, chief engr.; N. A. Toolson, pur. agt.; H. A. Houston, adv. mgr. **Chicago Rep.**—J. J. Milligan, 6945 N. Ashland. **Adv. Agcy.**—Oakleigh R. French, 4235 Lindell blvd., St. Louis.

CHANDLER-GROVES CO., 5980 Vancouver ave., Detroit. Automotive and aircraft carburetors. M. E. Chandler, pres.; W. B. Groves, vice-pres., sales mgr.; R. J. Haggith, treas.; J. Hanna, ser. mgr.

CHAPMAN MFG. CO., 445 10th st., Toledo, O. Body metal repairs, canvas goods and covers, awnings, upholstery, duco refinishing. L. H. Chapman, pres.

CHASE & CO., L. C., Inc. 295 Fifth ave., New York. Upholstery, auto topping. W. H. Marland, pres.; Edward E. Hussey, vice-pres.; Thomas M. Goodall, treas., clerk.; George B. Ogan, gen. mgr.; C. Russell Warren, sales mgr.; C. E. Grant, pur. agt.; Lucrecia Andujar, adv. mgr. **Det. Rep.**—A. E. Roninger and J. L. Gibson, 413 New Centre bldg. **Chicago Rep.**—C. Dyer. **Adv. Agcy.**—Lawrence C. Gumbinner, New York City.

(See display advertising index)

CHASE BRASS & COPPER CO., Inc., 236 Grand st., Waterbury, Conn. Copper automobile tubing, brass automotive fittings, brass and copper rivets and burs, bearing bronze bar, brass and bronze bolts and nuts. F. S. Chase, pres.; C. E. Hart jr., secy.; J. H. Gilbert, treas.; R. L. Coe, sales mgr.; A. G. Evans, pur. agt.; Rodney Chase, adv. mgr. **Det. Rep.**—Chase Brass & Copper Co., 2798 E. Grand blvd. **Adv. Agcy.**—Fuller, Smith & Ross, Inc., New York.

CHEK-CHART CORP., 624 South Michigan ave., Chicago. Automotive lubrication diagrams, wall recommendation charts, accessory blue book. Raymond Shaw, pres.; E. E. Irwin, secy.; C. S. Brophy, treas.; J. S. Keller, sales dir.; H. Eldridge, sales mgr.

(Continued on Next Page)

New Passenger Car Sales Standing by Makes in

	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
Standing	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connec-ticut	New York	New Jersey	Pennsyl-vania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	North Carolina	South Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 4928	Chev. 3134	Chev. 2169	Chev. 25808	Chev. 4340	Chev. 10815	Chev. 65595	Chev. 25229	Chev. 61713	Chev. 2555	Chev. 12543	Ford 8524	Chev. 16512	Chev. 11877	Chev. 17894	Chev. 8462	Chev. 13106	Chev. 10152	Chev. 65020	Chev. 59434	Chev. 33435	Ford 66496	Chev. 26088	Chev. 12943	Chev. 13563	Chev. 14652	Chev. 10860
2	Ford 3640	Ford 2596	Ford 1733	Ford 24141	Plym. 3812	Ford 8989	Ford 56514	Ford 18978	Ford 52112	Ford 1539	Ford 9282	Chev. 6639	Ford 12783	Ford 7399	Ford 11876	Ford 6074	Ford 12472	Ford 9978	Ford 55052	Ford 47619	Ford 25191	Chev. 56737	Ford 18769	Ford 8710	Ford 9994	Ford 9032	Ford 6783
3	Plym. 2257	Plym. 1659	Plym. 1349	Plym. 17392	Ford 3410	Plym. 8756	Plym. 44781	Plym. 16711	Plym. 49748	Plym. 1080	Plym. 7307	Plym. 5527	Plym. 7792	Plym. 6594	Plym. 7983	Plym. 3706	Plym. 6133	Plym. 5919	Plym. 37519	Plym. 35885	Plym. 17907	Plym. 25919	Plym. 12060	Plym. 6277	Plym. 6514	Plym. 3778	Plym. 3478
4	Dodge 1263	Olds. 911	Dodge 539	Dodge 9411	Dodge 1372	Dodge 3911	Dodge 25960	Dodge 9914	Dodge 23095	Olds. 693	Dodge 3148	Dodge 2947	Dodge 3357	Dodge 2620	Dodge 2584	Dodge 1342	Dodge 2317	Dodge 2148	Dodge 18216	Dodge 20181	Dodge 7768	Dodge 16720	Dodge 6185	Dodge 3044	Dodge 3051	Dodge 2032	Dodge 1031
5	Pont. 1208	Dodge 822	Buick 515	Olds. 9202	Olds. 1290	Pont. 3471	Buick 23343	Pont. 8115	Olds. 15519	Pont. 640	Buick 2464	Olds. 1883	Pont. 2026	Olds. 1622	Pont. 1758	Terra. 822	Olds. 1812	Olds. 1750	Pont. 14312	Olds. 13947	Olds. 6135	Pont. 12534	Olds. 5361	Pont. 1802	Pont. 1463	Terra. 1028	Pont. 614
6	Olds. 1139	Buick 730	Pont. 466	Pont. 6871	Buick 1074	Buick 3378	Olds. 20252	Buick 8053	Buick 15060	Buick 630	Pont. 2351	Buick 1692	Buick 1732	Pont. 1471	Olds. 1613	Buick 722	Buick 1699	Buick 1720	Olds. 12651	Pont. 12759	Pont. 5808	Buick 11574	Pont. 4755	Olds. 1655	Olds. 1448	Pont. 1001	Buick 576
7	Buick 994	Pont. 634	Olds. 465	Buick 6855	Pont. 989	Olds. 2951	Pont. 16425	Olds. 7539	Pont. 14291	Pack. 357	Olds. 1933	Pont. 1420	Olds. 1678	Buick 1200	Buick 1568	Pont. 699	Pont. 1378	Pont. 1579	Buick 9011	Buick 11434	Buick 4005	Olds. 10929	Buick 3236	Buick 1438	Buick 1357	Buick 972	Olds. 442
8	Terra. 562	Terra. 282	Terra. 283	Pack. 3773	Pack. 527	Pack. 1872	Pack. 9542	Pack. 3732	Pack. 7021	Dodge 245	Pack. 995	Pack. 972	Pack. 858	Terra. 778	Terra. 902	Olds. 628	Pack. 871	Terra. 1228	Terra. 7064	Stude. 5348	Terra. 3764	Terra. 7591	Terra. 2126	Terra. 826	Terra. 853	Olds. 839	Terra. 328
9	Pack. 386	Stude. 270	Pack. 216	Terra. 2734	Terra. 503	Stude. 1288	DeSot. 6334	Stude. 2516	Chrys. 6876	Terra. 173	Chrys. 921	Chrys. 710	Terra. 782	Stude. 690	Chrys. 754	Pack. 439	Terra. 854	Pack. 877	Pack. 4360	Pack. 5339	Stude. 3583	Pack. 3895	Nash 2000	Chrys. 696	Stude. 758	Pack. 323	Chrys. 178
10	Stude. 353	Pack. 249	Chrys. 150	Stude. 2122	Chrys. 434	Terra. 1014	Chrys. 6248	Chrys. 2393	Terra. 6468	Chrys. 118	Stude. 844	Stude. 628	Chrys. 657	Chrys. 685	Pack. 743	Stude. 325	Stude. 739	Chrys. 574	Chrys. 4355	Terra. 5128	Pack. 1628*	Chrys. 2677	Stude. 1913	Pack. 662	Pack. 622	Stude. 285	Stude. 177
11	Chrys. 193	Nash 190	Hud. 90	Chrys. 1749	DeSot. 352	DeSot. 853	Terra. 5038	Terra. 1846	Stude. 6090	Stude. 114	Terra. 827	Terra. 460	DeSot. 537	DeSot. 634	DeSot. 393	Chrys. 261	Chrys. 531	Stude. 486	Stude. 4200	Chrys. 4329	Chrys. 1628*	DeSot. 2055	Pack. 1635	Stude. 556	Chrys. 575	Chrys. 242	Pack. 137
12	Hud. 179	Chrys. 172	Stude. 87	Nash 1475	Stude. 278	Chrys. 835	Stude. 5026	DeSot. 1621	DeSot. 4232	DeSot. 70	DeSot. 380	DeSot. 397	Stude. 495	Pack. 589	Stude. 306	DeSot. 135	DeSot. 253	Willys 447	DeSot. 3543	DeSot. 3504	DeSot. 1505	Stude. 1680	LaFa. 1374	DeSot. 366	Willys 328	DeSot. 172	DeSot. 85
13	Nash 156	Hud. 112	DeSot. 86	Hud. 1009	Nash 222	Nash 637	Nash 2704	Nash 1118	Nash 2501	Cad. 68	Nash 275	LaSal. 202	Grah. 190	Grah. 210	Hud. 216	Willys 105	LaFa. 235	Linc. 387	Nash 1597	Nash 2520	Hud. 728	Hud. 1651	Chrys. 1156	Grah. 193	DeSot. 301	LaFa. 128*	Linc. 80
14	LaFa. 137	DeSot. 103	LaFa. 62	DeSot. 933	Hud. 121	Grah. 626	Cad. 2118	LaSal. 721	Grah. 1581	LaSal. 57	Hud. 223	Hud. 166	Hud. 188	Nash 208	Linc. 170	Hud. 85	Linc. 210	DeSot. 314	Hud. 1525	LaFa. 1465	Grah. 580	Linc. 1358	DeSot. 1018	Hud. 176	Nash 267	Willys 128*	Nash 70
15	DeSot. 124	LaFa. 99	Nash 59	LaSal. 773	Cad. 118	Hud. 409	Hud. 2088	Cad. 695	Hud. 1555	Hud. 45	LaSal. 169	Cad. 162	Nash 176	Hud. 185	Nash 124	Linc. 70	Nash 201	Hud. 293	Grah. 1495	Hud. 1371	Nash 486	Grah. 1195	Hud. 555	Nash 147	LaFa. 208	Linc. 122	LaFa. 55
16	Grah. 104	Grah. 69	LaSal. 38	Cad. 638	LaSal. 112	Cad. 330	LaSal. 2028	Hud. 648	LaFa. 1318	Linc. 32	Linc. 146	Linc. 158	Linc. 173	LaFa. 134	LaSal. 122	Nash 38	LaSal. 191	Grah. 261	Willys 1125	LaSal. 1109	LaFa. 464	LaSal. 931	Grah. 440	Linc. 128	LaSal. 148	Nash 121	Hud. 41
17	LaSal. 90	Linc. 60	Linc. 33	LaFa. 630	LaFa. 98	LaFa. 311	Linc. 1730	Linc. 604	LaSal. 1105	LaFa. 24	Cad. 143	Nash 142	LaFa. 119	Linc. 91	Grah. 112	LaSal. 31	Hud. 189	LaSal. 254	LaFa. 992	Linc. 1107	Linc. 355	Nash 919	Linc. 303	LaFa. 117	Linc. 140	Hud. 116	LaSal. 31
18	Cad. 81	Willys 49	Cad. 24	Grah. 564	Linc. 86	LaSal. 286	LaFa. 1337	Grah. 469	Linc. 1024	Nash 21	LaFa. 116	LaFa. 44	LaSal. 104	LaSal. 79	Cad. 87*	Cad. 28	Willys 167	Cad. 189	LaSal. 838	Cad. 1046	Willys 309	Cad. 636	LaSal. 205	LaSal. 116	Hud. 129	LaSal. 111	Willys 26
19	Linc. 62	Cad. 48	Grah. 20	Linc. 521	Grah. 70	Linc. 207	Grah. 1266	LaFa. 304	Cad. 854	Willys 5	Grah. 65	Grah. 27	Cad. 73	Cad. 62	LaFa. 87*	LaFa. 16	Cad. 136	Nash 138	Linc. 801	Grah. 994	LaSal. 294	LaFa. 490	Cad. 167	Willys 80	Grah. 98	Cad. 47*	Cad. 6
20	Willys 21	LaSal. 33	Willys 19	Reo 150	Cord 13	Willys 117	Willys 359	Willys 225	Willys 320	Reo 3	Pc. Ar. 22*	Willys 21	Willys 33	Willys 56	Willys 40	Grah. 9	Grah. 34	LaFa. 127	Cad. 689	Aubn. 266	Cad. 228	Reo 447	Reo 109	Cad. 73	Cad. 91	Grah. 47*	Grah. 5
21	Cord 4	Reo 21	Reo 5	Willys 86	Reo 12	Hupp 81	Aubn. 208	Aubn. 90	Reo 233	Pc. Ar. 2	Willys 22*	Pc. Ar. 19*	Hupp 27	Reo 55	Reo 9	Hupp 8	Aubn. 22	Reo 43	Reo 221	Hupp 244	Aubn. 215	Willys 347	Willys 40	Reo 37	Reo 18	Aubn. 13	Pack. 2
22	Reo 3	Aubn. 8	Hupp 2*	Pc. Ar. 79	Pc. Ar. 8	Reo 69	Reo 201	Reo 63	Hupp 194	Hupp 1*	Cord 16	Aubn. 19*	Reo 20	Hupp 14	Aubn. 8	Aubn. 7*	Reo 16	Aubn. 33	Aubn. 99	Willys 226	Cord 107	Cord 57	Hupp 34	Aubn. 22	Reo 14	Cord 9	
23	Aubn. 2*	Cord 3	Pc. Ar. 2*	Aubn. 51	Willys 7	Aubn. 63	Cord 143	Hupp 56	Aubn. 116	Grah. 1*	Hupp 13*	Hupp 16	Aubn. 19	Aubn. 9	Cord 5*	Reo 7*	Cord 9	Cord 33	Hupp 89	Cord 142	Reo 81	Aubn. 46	Aubn. 17	Hupp 21	Aubn. 6	Pc. Ar. 2	
24	Hupp 2*	Hupp 2		Hupp 37	Aubn. 6	Cord 32	Hupp 119	Pc. Ar. 50	Pc. Ar. 101	Aubn. 1*	Reo 13*	Reo 6	Pc. Ar. 10	Cord 6	Hupp 5*	Cord 1	Hupp 6	Pc. Ar. 15	Cord 57	Hupp 128	Hupp 58	Hupp 41	Cord 13	Cord 16	Cord 5	Reo 1	
25	Pc. Ar. 2*	Pc. Ar. 1		Cord 25	Hupp 3	Pc. Ar. 23	Pc. Ar. 102	Cord 44	Cord 70		Aubn. 10	Cord 3	Cord 4	Pc. Ar. 2				Hupp 13	Pc. Ar. 32	Pc. Ar. 46	Pc. Ar. 5	Pc. Ar. 12	Pc. Ar. 7	Pc. Ar. 8	Pc. Ar. 1		
		Misc. 1	Misc. 1	Misc. 232	Misc. 52	Misc. 18	Misc. 3862	Misc. 3	Misc. 84	Misc. 3		Misc. 3	Misc. 1	Misc. 2	Misc. 5			Misc. 30	Misc. 2	Misc. 567	Misc. 13	Misc. 31	Misc. 3		Misc. 7		Misc. 1
Total	17890	12258	8413	117261	19309	51342	303323	111737	273281	8477	44228	32787	50346	37272	49364	24020	43581	38988	244865	236138	116280	226968	89569	40109	41959	35198	25006

*Tied

Who's Who in the Automotive Industry

(Continued from Previous Page)

Det. Rep.—Walter E. Blaine, Gen. Motors bldg. **Adv. Agcy.**—Rogers, Gano & Gibbons, 75 E. Wacker dr., Chicago.

CHEVROLET MOTOR CO., General Motors bldg., Detroit. Production division: **A. P. Sloan jr.,** pres.; W. S. Knudsen, exec. vice-pres.; T. S. Merrill, secy.; M. L. Prentis, treas.; A. C. Anderson, compt.; M. E. Coyle, gen. mgr.; E. W. Ivey, gen. aud.; C. E. Wetherald, gen. mfg. mgr.; Hugh Dean, mfg. mgr.; W. C. Williams jr., gen. supt. assy. plants; A. E. Jacobson, div. compt.; J. M. Crawford, chief engr.; J. G. Wood, asst. chief engr.; D. P. O'Keefe, pur. agt.; C. R. Scharff, traffic mgr. Selling division: A. P. Sloan jr., pres.; M. E. Coyle, vice-pres.; W. E. Holler, vice-pres., gen. sales mgr.; T. S. Merrill, secy.; M. L. Prentis, treas.; A. C. Anderson, compt.; Felix Doran jr., asst. gen. sales mgr.; H. B. Hatch, asst. gen. sales mgr.; T. H. Keating, asst. gen. sales mgr.; W. G. Lewellen, asst. gen. sales mgr.; C. P. Fisken, mgr. adv. dept.; J. M. Hendrie, mgr. car dist. dept.; W. E. Fish, mgr. coml. car dept.; M. D. Douglas, mgr. parts and access. mdsg. dept.; C. W. Wood, mgr. svc. and mechanical dept.; E. J. Hogan, mgr. dealer acct. dept. **Det. Rep.**—E. J. McClees, mgr. **Adv. Agcy.**—Campbell-Ewald Co.

(See display advertising index)

CHEMICAL PRODUCTS, Inc., 7050 Chatfield ave., Detroit. Latex coatings and adhesives, liquid metal cleaners, general adhesives. Thos. W. Halleran, pres., gen. mgr., sales mgr.; G. Corben, secy.; H. E. Pettingill, chief engr.

(See display advertising index)

CHICAGO GOVERNOR & MFG. CO., 509-11 S. Laflin st., Chicago, Ill. Automobile governors, industrial governors, soder-guns. John Abbott, pres., secy.-treas.; C. R. Hiser, gen. mgr., sales mgr., pur. agt., adv. mgr.; C. Unruh, chief engr. **Adv. Agcy.**—Ross Lewellyn, Chicago, Ill.

(See display advertising index)

CHICAGO RIVET & MACHINE CO., 1830 S. 54th ave., Cicero, Ill. Rivets, service equipment. John A. Morrissey, pres.; H. J. Tonn, vice-pres., gen. supt.; M. F. McManus, vice-pres. in chge. of Detroit sales; E. P. O'Malley jr., treas.; E. J. Morrissey, secy., sales mgr.; W. Bautz, pur. agt.; Mr. Richards, chief engr. **Det. Rep.**—M. F. McManus, 810 Stephenson bldg. **Adv. Agcy.**—Raymond C. Hudson, Adv., 504 Sherman st., Chicago.

CHISHOLM-MOORE HOIST CORP., Tonawanda, N. Y. Chain hoists, I-beam monorail, trolleys for I-beam monorail, electric hoists, overhead traveling cranes. Julius Stone, pres.; A. H. Holden, secy.-treas.; A. L. McKinnon, gen. mgr.; D. S. Brisbin, sales mgr.; A. Cotesworth, chief engr.; F. L. Carmack, pur. agt.; R. E. Gerspacher, adv. mgr. **Adv. Rep.**—Addison Vars, Inc., Buffalo, N. Y.

(See display advertising index)

CHRYSLER CORPORATION, 341 Massachusetts ave., Detroit, Mich. W. P. Chrysler, chairman of the board; K. T. Keller, pres. and gen. mgr.; J. S. Bache, vice-pres.; J. E. Fields, vice-pres.; Byron C. Foy, vice-pres.; B. E. Hutchinson, vice-pres. & chairman, finance comm.; W. Ledyard Mitchell, vice-pres.; H. L. Weckler, vice-pres. in chg. industrial relations; F. M. Zeder, vice-pres. & vice-chmn of the board; H. A. Davies, treas.; L. A. Moehring, comptroller; R. P. Fohey, secy.; B. T. Moyer, asst. compt.; G. W. Troost, asst. compt.; R. B. Pomeroy, asst. secy., Officers of the Corp. J. S. Bache, Harry Bronner, Waddill Catchings, W. P. Chrysler, W. P. Chrysler, jr., George W. Davison, A. F. Edwards, J. E. Fields, Byron C. Foy, John A. Hartford, B. E. Hutchinson, K. T. Keller, W. Ledyard Mitchell, Matthew S. Sloan, Harold E. Talbott, jr., Juan T. Trippe, F. M. Zeder, board of directors. B. E. Hutchinson, chairman, Harry Bronner, J. S. Bache, Waddill Catchings, W. P. Chrysler, George W. Davison, John A. Hartford, K. T. Keller, Matthew S. Sloan, finance committee. F. C. Bahr, C. E. Bleicher, Carl Breer, W. P. Chrysler, L. L. Colbert, H. A. Davies, A. C. Downey, D. S. Eddins, J. E. Fields, R. P. Fohey, B. C. Foy, A. P. Hascall, B. E. Hutchinson, K. T. Keller, H. R. Matheny, W. Ledyard Mitchell, L. A. Moehring, B. T. Moyer, I. T. O'Brien, W. J. O'Neil, T. J. Ross, P. C. Sauerbrey, J. W. Scoville, O. R. Skelton, A. vanDerZee, D. A. Wallace, H. L. Weckler F. M. Zeder, operations committee; Inez B. Hooper, operations committee secretary. C. E. Bleicher, staff master mechanic; Carl Breer, exe. engr.; Lester L. Colbert, res. atty.; A. P. Hascall, gen. pur. agt.; N. D. Hoke, dir. of traffic; T. W. Moss, gen. service mgr., Chrysler, DeSoto, Dodge & Plymouth; I. T. O'Brien, gen. prod. mgr.; J. W. Scoville, statistician; O. R. Skelton, exe. engr.; C. T. Winegar, director of personnel, general executives. Central Hanover Bank & Trust Co., New York, N. Y., transfer agt. The Chase National Bank New York, N. Y., registrar. Larkin, Rathbone & Perry, 70 Broadway, New York, N. Y., gen. counsel.

(See display advertising index)

CHRYSLER CORP., Amplex Div., 8021 Conant rd., Detroit. Self lubricating bronze bearings. B. T. Moyer, pres.; A. J. Langhammer, gen. mgr. **Det. Rep.**—Welker Machinery Co., Inc., 401 New Center bldg.

(See display advertising index)

CHRYSLER CORP. of CANADA, Ltd., Windsor, Ont. Passenger cars and trucks; Chrysler, De Soto, Dodge, Plymouth; Dodge and Fargo trucks. W. Ledyard Mitchell, chr. of bd.; John D. Mansfield, pres., gen. mgr.; C. W. Churchill, Lester L. Colbert, J. E. Fields, B. E. Hutchinson, K. T. Keller, F. M. Zeder, vice-pres.; K. Crittenden, vice-pres., cpr. mgr.; E. W. Kenevals, treas.-secy.; L. A. Moehring, compt.; J. C. McGuire, sales mgr., Chrysler, Plymouth, Fargo; A. J. Shaw, sales mgr., Dodge and De Soto; Alex Miller, adv. mgr. **Adv. Agcy.**—Walsh Adv. agency.

(See display advertising index)

CHRYSLER EXPORT CORP., a division of Chrysler Corp., 341 Massachusetts ave., Detroit, Mich. Exports passenger cars and trucks, Chrysler, DeSoto, Dodge and Plymouth passenger cars; Dodge trucks. W.

(Continued on Next Page)

States and Geographical Divisions in 1936

	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 25821	Chev. 25263	Chev. 30568	Chev. 4250	Chev. 4533	Chev. 13019	Chev. 19423	Chev. 7200	Chev. 13440	Chev. 19539	Chev. 55300	Chev. 6040	Chev. 4368	Chev. 2804	Chev. 10193	Chev. 3800	Chev. 3602	Chev. 3731	Chev. 1151	Chev. 13170	Chev. 10714	Chev. 56118
2	Ford 18686	Ford 16701	Ford 18967	Ford 2991	Ford 3349	Ford 9423	Ford 12058	Ford 5366	Ford 10333	Ford 14187	Ford 39384	Ford 4688	Ford 3234	Ford 2196	Ford 7603	Ford 2588	Ford 2489	Ford 3140	Ford 1039	Ford 12069	Ford 8455	Ford 49922
3	Plym. 12833	Plym. 9754	Plym. 12264	Plym. 1346	Plym. 1920	Plym. 5581	Plym. 7778	Plym. 2589	Plym. 4817	Plym. 6668	Plym. 20789	Plym. 2871	Plym. 2107	Plym. 1410	Plym. 5414	Plym. 1572	Plym. 1894	Plym. 2079	Plym. 754	Plym. 8000	Plym. 5063	Plym. 34234
4	Dodge 4445	Dodge 4036	Dodge 5514	Dodge 505	Dodge 785	Dodge 1946	Dodge 2850	Dodge 1173	Dodge 2107	Pontiac 3162	Dodge 7939	Dodge 1429	Dodge 952	Dodge 787	Dodge 2413	Dodge 564	Dodge 1189	Dodge 1224	Dodge 389	Dodge 3727	Dodge 3008	Dodge 23287
5	Pontiac 3873	Pontiac 3069	Pontiac 4339	Pontiac 312	Buick 543	Pontiac 1531	Pontiac 2575	Pontiac 974	Olds 1342	Dodge 3026	Olds 7017	Terra. 1037	Pontiac 570	Olds 419	Buick 1800	Buick 464	Buick 567	Olds 611	Pontiac 283	Olds 3040	Pontiac 2013	Olds 16309
6	Olds 3150	Olds 2816	Olds 4304	Olds 303	Olds 527	Olds 1438	Olds 1995	Olds 479	Buick 1115	Olds 2622	Buick 5614	Olds 793	Olds 537	Buick 407	Olds 1710	Pontiac 379	Olds 510	Stude. 520	Olds 255	Pontiac 2278	Olds 1678	Pontiac 15039
7	Buick 2927	Buick 2120	Buick 3040	Buick 290	Pontiac 517	Buick 1292	Terra. 1653	Buick 472	Pontiac 1035	Buick 2220	Pontiac 5563	Buick 598	Terra. 535	Pontiac 386	Pontiac 1526	Olds 346	Pontiac 408	Terra. 459	Buick 221	Terra. 2128	Buick 1625	Buick 14134
8	Terra. 1987	Terra. 1838	Pack. 1489	Terra. 257	Terra. 313	Stude. 703	Buick 1516	Terra. 350	Stude. 590	Terra. 974	Terra. 3531	Pontiac 562	Stude. 513	Terra. 340	Terra. 1180	Terra. 326	Terra. 316*	Buick 439	Nash 162	Stude. 2106	Terra. 1337	Stude. 8467
9	Stude. 1776	Stude. 1540	Stude. 1417	Stude. 173	Stude. 249	Terra. 619	Stude. 995	Chrys. 239	Chrys. 465	Stude. 802	Stude. 3366	Stude. 554	Buick 400	Stude. 193	Chrys. 722	Chrys. 208	Stude. 316*	Pontiac 435	Stude. 144	Buick 1851	Stude. 1317	DeSoto 6067
10	Chrys. 1316	Chrys. 1061	Terra. 1280	Chrys. 160	Chrys. 199	Chrys. 531	Chrys. 708	Stude. 211	Terra. 453	Chrys. 724	Chrys. 2216	Chrys. 508	Chrys. 242	Chrys. 173	Stude. 599	Stude. 167	DeSoto 276	DeSoto 328	Pack. 133	DeSoto 1030	Chrys. 729	Chrys. 5839
11	Pack. 1203	Pack. 664	Chrys. 1126	LaFay. 92	Pack. 123	Pack. 363	DeSoto 542	Pack. 134	Pack. 380	Pack. 535	Pack. 2187	Huds. 321	DeSoto 190	DeSoto 105	Pack. 507	Pack. 143	Pack. 234	Grah. 273	Terra. 119	Chrys. 901	DeSoto 707	Pack. 5500
12	DeSoto 1003	DeSoto 628	DeSoto 921	DeSoto 89	LaFay. 119	DeSoto 260	Huds. 433	DeSoto 82	Nash 246	DeSoto 418	DeSoto 1030	Nash 274	Huds. 140	Pack. 91	DeSoto 390	DeSoto 82	Chrys. 223	Pack. 247	DeSoto 112	Willys 833	Grah. 609*	Willys 4981
13	LaFay. 511	Nash 519	Nash 429	Nash 64	DeSoto 113	Nash 219	Pack. 414	Linc. 67	Linc. 240	Linc. 260	Huds. 704	Pack. 252	Nash 126	Huds. 86*	Nash 370	Linc. 66	Nash 159	Chrys. 203	Chrys. 108	Pack. 823	Willys 609*	Terra. 3178
14	Nash 508	LaFay. 434	LaFay. 367	Linc. 57	Nash 92	LaFay. 186	Nash 321	Nash 66	DeSoto 213	Nash 259	Linc. 664	LaFay. 245	Pack. 116	Nash 86*	LaFay. 294	Huds. 51	Huds. 117	Nash 183	LaFay. 93	Huds. 621	Nash 580	Nash 2553
15	Grah. 381*	Huds. 413	Huds. 340	Grah. 50	Huds. 61	Linc. 157	LaFay. 270	Huds. 55	LaFay. 183	Huds. 225	Nash 523	DeSoto 202	LaFay. 101	Linc. 70	Huds. 276	Nash 44	LaFay. 111	Huds. 144	Huds. 73	Nash 471	Pack. 566	Grah. 2082
16	Huds. 381*	Grah. 344	LaSal. 305	Pack. 48	Linc. 38	Huds. 142	Linc. 154	LaSal. 43	LaSal. 140	LaFay. 193	LaSal. 497	Linc. 133	Willys 93	LaFay. 50	Linc. 164	LaFay. 20	Grah. 108	LaFay. 124	Grah. 54	Grah. 446	LaFay. 423	Linc. 1684
17	Linc. 265	Linc. 237	Grah. 300	Huds. 47	Grah. 18	Willys 77	Grah. 134	LaFay. 39	Huds. 116	LaSal. 171	LaFay. 419	Grah. 87	Linc. 92	Grah. 40	Grah. 154	LaSal. 18	Willys 76	Linc. 101	Linc. 51	LaFay. 294	Huds. 374	LaSal. 1676
18	LaSal. 153	LaSal. 118	Linc. 296	Willys 28	Reo 16	Grah. 65	LaSal. 76	Cadil. 27	Cadil. 81*	Cadil. 136	Cadil. 413	LaSal. 36	Grah. 59	Willys 14	Willys 112	Willys 15	Linc. 70	Willys 71	Cadil. 42	Linc. 271	Linc. 272	Huds. 1612
19	Cadil. 116	Willys 113	Cadil. 221	Reo 13	Willys 12	LaSal. 42	Cadil. 68	Grah. 13	Willys 81*	Grah. 130	Grah. 327	Willys 35	LaSal. 18	LaSal. 11	LaSal. 89	Cadil. 14	LaSal. 33	LaSal. 22	LaSal. 40	LaSal. 134	LaSal. 170	Cadil. 1357
20	Reo 104	Cadil. 72	Reo 73	LaSal. 11	LaSal. 11	Reo 29	Reo 66	Willys 10	Grah. 35	Willys 123	Willys 266	Hupp 26	Reo 16	Cadil. 9	Cadil. 74	Grah. 5*	Cadil. 32	Aubn. 19	Willys 26	Cadil. 109	Cadil. 80	LaFay. 1245
21	Willys 100	Reo 55	Aubn. 55	Cadil. 6	Hupp 10	Cadil. 24	Willys 13*	Reo 7	Reo 26	Reo 109	Reo 86	Reo 19	Hupp 13	Aubn. 7	Aubn. 36*	Reo 5*	Cord 8*	Cadil. 18	Cord 2*	Hupp 45	Reo 75	Reo 275
22	Hupp 52	Hupp 43	Hupp 48	Cord 1*	Cadil. 5	Hupp 21	Hupp 13*	Hupp 2	Pce. Ar. 14	Aubn. 39	Aubn. 45	Cadil. 16	Cadil. 9	Reo 5	Reo 36*	Hupp 2	Hupp 8*	Hupp 11	Hupp 2*	Aubn. 39	Hupp 23	Cord 159
23	Aubn. 28	Cord 12*	Pce. Ar. 28	Hupp 1*	Aubn. 2	Aubn. 16	Cord 11	Cord 1*	Cord 8	Hupp 37	Cord 43	Aubn. 11	Cord 4	Pce. Ar. 2*	Hupp 30		Aubn. 7	Cord 8*	Aubn. 1*	Reo 35	Aubn. 15	Aubn. 144
24	Cord 16	Aubn. 12*	Willys 27		Cord 1	Cord 8	Aubn. 9	Pce. Ar. 1*	Hupp 5	Cord 28	Hupp 37	Cord 5	Aubn. 3	Hupp 2*	Pce. Ar. 22		Reo 4	Reo 8*	Reo 1*	Cord 17	Cord 6	Hupp 135
25	Pce. Ar. 6	Pce. Ar. 1	Cord 12			Pce. Ar. 1	Pce. Ar. 6		Aubn. 4	Pce. Ar. 17	Pce. Ar. 34	Pce. Ar. 3			Cord 7					Pce. Ar. 9	Pce. Ar. 4	Pce. Ar. 88
	Misc. 132	Misc. 20	Misc. 10	Misc. 1		Misc. 2		Misc. 12	Misc. 2	Misc. 1	Misc. 1					Misc. 2	Misc. 1			Misc. 11	Misc. 8	Misc. 170
Total	81773	71883	87740	11095	13556	37695	54041	19612	37471	56605	157995	20745	14438	9693	35721	10881	12758	14398	5255	54458	40460	256255

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Who's Who in the Automotive Industry

(Continued from Previous Page)

Ledyard Mitchell, chairman of the board; E. C. Morse, pres.; H. P. Stewart, chmn. exe. mgmt. comm.; C. B. Thomas, gen. sales mgr.; H. O. Ward, dir. of advtg.; R. B. Powers, advtg. mgr.; E. E. Pratt, sales promotional mgr.; E. C. Row, dir. of operations; E. W. Salley, secy. and treas.; F. T. Jarvis, dir. of service; C. E. Dalton, dir. of truck sales, personnel.

(See display advertising index)

CHRYSLER MOTOR PARTS CORP., a division of Chrysler Corp., 341 Massachusetts ave., Detroit, Mich. Automobile service parts. W. P. Chrysler, pres.; F. C. Bahr, vice-pres. and gen. mgr.; H. R. Matheny, vice-pres. and operating mgr.; C. H. Scribner, sales director; N. I. Farley, dir. of mdse.; G. J. Keefe, advtg. mgr.

(See display advertising index)

CHRYSLER MARINE ENGINE CORP., a division of Chrysler Corp., 12200 E. Jefferson ave., Detroit, Mich. Chrysler marine and industrial engines. D. A. Wallace, pres.; H. E. Heath, vice-pres. in chg. industrial engines; H. E. Fromm, vice-pres. in chg. marine engines; T. J. Hilgendorf, service mgr., marine engines. **Adv. Agcy.**—Lee Anderson Advertising Co., 8415 E. Jefferson ave., Detroit, Mich.

CHRYSLER MOTORS, Ltd., DODGE BROTHERS BRITAIN Ltd., Mortlake rd., Kew, Surrey. Chrysler cars, Dodge trucks. Benjamin King, chairman; F. S. Orpin, secy.; Wm. Wallace, sales mgr., (Dodge); R. C. Hoult, chief engr.; F. Baines, pur. agt.; H. D. Gibbs, adv. mgr. **Adv. Agcy.** — Erwin Wasey & Co., Ltd., 10 Smith sq., London.

(See display advertising index)

CHRYSLER SALES CORP., Div. of Chrysler Corp., 12200 E. Jefferson ave., Detroit. Chrysler Royal, Chrysler Imperial, Chrysler Custom Imperial, Chrysler Airflow. J. E. Fields, pres.; R. P. Fohey, secy.; H. A. Davies, treas.; J. W. Frazer, vice-pres., gen. mgr.; C. L. Jacobson, sales mgr., asst. gen. sales mgr.; F. M. Zeder, chief engr.; A. P. Hascall, pur. agt.; A. E. Tongue, adv. mgr. **Det. Rep.**—Chrysler Detroit Co., 5925 Woodward ave. **Adv. Agcy.**—Lee Anderson Advertising Co., Detroit.

(See display advertising index)

CIMATOOL CO. (Formerly City Machine & Tool Works), 1517-1531 E. Third st., Dayton. Gear burnishing machines, gear tooth chamfering machines, diamond boring machines, manufacturers and designers of dies, jigs, fixtures, body dies, special machines. O. M. Poock, pres., treas.; L. F. Poock, vice-pres., gen. mgr.; E. R. Laughter, sales mgr.; A. F. Poock, secy., chief engr.; O. A. Ahlers, pur. agt. **Det. Rep.**—C. H. H. Reynolds, Stormfeltz-Loveley bldg. **Adv. Agcy.**—Witte & Burden, Detroit.

CINCINNATI MILLING MACHINE & CINCINNATI GRINDERS, Inc., Cincinnati. Philip O. Geier, chair., treas.; Frederick V. Geier, pres.; Walter W. Tangeman, vice-pres., sales mgr.; S. Einstein, vice-pres.; Ferris M. Angevin, secy.; A. H. Hildenbrand, pur. agt.; L. Nonninger, chief engr.; Charles M. Recsey, adv. mgr. **Det. Rep.**—Cincinnati Milling Machine & Cincinnati Grinders, Inc., 412 New Center bldg., 2nd blvd. and Lothrop ave., S. E. Bergstrom, mgr.

CINCINNATI RUBBER MFG. CO., Franklin ave., Norwood, Cincinnati, O. Industrial rubber goods, belting, hose, channel rubber, strip rubber, rubber bumpers. J. F. Joseph, pres., gen. mgr.; E. J. Henzerling, secy.-treas.; L. P. Darnell, sales mgr.; E. L. Huy, pur. agt.; R. L. White, adv. mgr. **Det. Rep.**—W. H. Reno, 317 Curtis bldg.

CINCINNATI SHAPER CO., Hopple & Garrard sts., Cincinnati, O. All steel press brakes, squaring shears, rapid traverse shapers. P. G. March jr., pres.; H. S. Robinson, secy., sales mgr., adv. mgr.; H. Fennes, pur. agt. **Det. Rep.**—Addy & Luby Mchy. Co., 8316 Woodward ave.

CIRCO PRODUCTS CO., 3088 W. 106th st., Cleveland, O. Cleaning equipment, engine rebuilding equipment, main bearing line boring machines, connecting rod machines, tin plating equipment. John R. Cox, pres.; John F. Black, secy., treas., gen. mgr.; N. J. Leary, western sales mgr.; K. A. Williams, eastern sales mgr.; Eldon K. Ralston, chief engr.; C. M. Doering, pur. agt. **Det. Rep.**—W. E. Arnold, 14790 Kilbourne ave. **Adv. Agcy.**—Lee Francis, Cleveland, O.

CLARK, J. M., 787 S. 17th st., Newark, N. J. Spray guns, air hammers, paint can adapters, oil and water filters, paint stripers, rotary compressors, piston type compressors, sing gauges. J. M. Clark, pres.

CLARKSPEED TRAILER CO., R.F.D No. 2, Box 769, Lansing, Mich. Camping, touring and concession trailers. F. G. Clark, pres., treas., pur. agt.; A. A. Clark, secy.

CLAWSON & BALS, Inc., 4701 W. Lake st., Chicago, Ill. Connecting rods. J. H. Clawson, pres.; F. J. Dvorak, secy., gen. mgr., pur. agt.; A. F. Bals, treas., chief engr.; R. K. Miller, sales mgr., adv. mgr. **Det. Rep.**—C. R. Lynch, 40 Selden ave.

CLAYTON & LAMBERT MFG. CO., 11111 French rd., Detroit. Fire pots and torches for gasoline or kerosene, sheet metal stampings. Chas. F. Lambert, pres., treas., gen. mgr., sales mgr., sheet metal div.; Renville Wheat, secy.; Philip O. Mulkey, sales mgr., adv. mgr., torch div.; Fred Rueppel, chief engr.; Hazen P. Vrooman, pur. agt.

CLEVELAND CHAIN & MFG CO., Newburg Station, Cleveland, O. Tire chains, welded coil chain, weldless and flat metal chains. Louis D. Round, pres.; Louis D. Cull, secy.-treas.; D. J. Gemmell, sales mgr.; T. E. Round, pur. agt.; W. G. Holley, adv. mgr.; Det. Rep.—Geo. E. Quigley, Inc., General Motors bldg.

CLEVELAND ELECTRO METALS CO., 2281 W. 38th st., Cleveland, O. Aluminum ingots, zinc alloy ingots, die castings (aluminum and zinc), melting furnaces for aluminum and zinc. John W. Brown, pres., treas.; Robert G. Brown, asst. secy.

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Who's Who

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CLEVELAND GRAPHITE BRONZE CO., 880 E. 72nd st., Cleveland, O. Bushings: self lubricated bronze, hard rolled bronze, steel-backed bronze-lined; washers: hard rolled bronze; bearings: steel-back babbitt-lined, steel-backed copper-lead-lined. Ben F. Hopkins, pres.; James L. Myers, secy.-treas.; J. J. McIntyre, gen. mgr.; Carl W. Johnson, sales mgr.; John V. O. Palm, chief engr.; A. G. Mould, pur. agt. **Det. Rep.**—Carl W. Johnson, 7-169 General Motors bldg.
(See display advertising index)

CLEVELAND HARDWARE & FORGING CO. 3270 E. 79th st., Cleveland, O. Drop forgings, die castings, stampings. T. P. Robbins pres., treas.; A. J. Sanford, secy., gen. mgr.; A. O. S. Allan, sales mgr., adv. mgr.; L. W. Bosley, chief engr.; M. E. Lubahn, pur agt. **Det. Rep.**—C. J. Edwards Co., 2209 Fisher bldg.

CLEVELAND PNEUMATIC TOOL CO. (Automotive-Aircraft Div.), 3734 E. 78th st., Cleveland, O. Shock absorbers for trucks, buses and aircraft, chipping, caulking and beading hammers, riveters, rotary drills and grinders, sand rammers and backfill tampers, miscellaneous pneumatic tools and couplings. L. W. Greve, pres., gen. mgr.; A. F. Barner secy., pur. agt.; J. DeMooy, treas.; F. H. Burr, sales mgr.; J. F. Wallace, chief engr.; E. L. Oldham, adv. mgr.

CLEVELAND STEEL PRODUCTS CORP., 7306 Madison ave., Cleveland, O.; plant No. 2, Wellington, O. Universal joints and propeller shafts; plant No. 2, Steel stampings, screw machine products. J. C. Hipp, pres.; E. R. Seager, secy.; H. G. Smith, treas.; W. J. Smith, vice-pres., gen. mgr.; C. D. Cutting, sales mgr.; W. W. Slaght, chief engr.; C. V. Banwell, pur. agt. **Det. Rep.**—C. D. Cutting, 2970 W. Grand blvd.

CLEVELAND TWIST DRILL CO., 1242 E. 49th st., Cleveland, O. Twist drills, reamers, counterbores, esy-out screw extractors, tool bits. J. D. Cox jr., pres.; G. F. Kast, treas.; W. E. Caldwell, sales mgr.; G. W. Kohlmetz, pur. agt.; G. H. Corey, adv. mgr. **Detroit Stockroom**—6515 Second blvd.

CLIMAX MOLYBDENUM CO., 500 5th ave., New York. Calcium-molybdate, ferro-molybdenum, molybdic oxide. Max Schott, pres.; J. B. Thorpe, gen. mgr.; A. J. Herzig, chief met. **Det. Rep.**—V. A. Crosby, 15 E. Bethune ave. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia.
(See display advertising index)

CLOYES GEAR WORKS, 17214 Roseland rd., Cleveland. Replacement timing gears, timing chain sprockets, couplings. R. T. Cloyes, sole owner and chief engr.; O. T. Hillshafer, sales mgr.; K. W. Casseday, pur. agt.; O. T. Hillshafer, adv. mgr.

CLUM MFG. CO., 601 W. National ave., Milwaukee. Automotive and marine switches, lighting, ignition, stoplite, etc. and remote controls. Harlow H. Pease, pres., treas.; H. A. Todd, secy.; R. K. Winning, vice-pres., chief engr.; C. H. Roberts, pur. agt.

CLYDESDALE MOTOR TRUCK CO., Amanda st., Clyde, O. Motor trucks with diesel engines, busses with diesel powered engines, semi-trailers, four-wheel trailers, special built trucks and trailers. Albert C. Burch, pres., gen. mgr.; J. N. Traxler, secy-treas.; E. B. Arnsbarger, sales mgr.; Lawrence Jenkins, chief engr.; Harry Humphreys, pur. agt. **Det. Rep.**—Diesel Motors Inc. **Adv. Agcy.**—Meldrum & Fewsmith, Cleveland.

COGSDILL MFG. CO., Inc., 6511 Epworth blvd., Detroit. High speed metal cutting tools. S. A. Cogsdill, pres.; G. M. Bennett, secy.-treas.; J. F. Bunetta, gen. mgr.; R. G. Lambe, sales mgr., adv. mgr.; H. S. Satterthwaite, chief engr.; P. C. Satterthwaite, pur. agt.

HENRY COLE-F. C. HERBEE COS., 54 Old Colony ave., Boston, Mass. Switches, dash and headlight; connections, sockets, electrical plugs, wiring assemblies, defrosters, fans. Leo Mayer, pres., treas., sales mgr.; Wm. Wyman, secy.; C. W. F. O'Connor, gen. mgr.; J. F. McGill, pur. agt. **Det. Rep.**—W. H. Cochran, Box 55, Redford Station.

COLLINS & AIKMAN CORP., 200 Madison ave., New York. Mohair velvet and all types of automobile upholstery fabrics. W. G. McCullough, pres.; P. J. Torchiana, vice-pres.; P. H. Chance, vice-pres.; C. M. Willon, secy.; C. B. Rockwell jr., treas.; P. B. Baldwin, gen. sales mgr.; J. Weemhoff, sales mgr. of auto. dept.; S. C. Lukens, pur. agt.; W. F. Bird, dir. of research; M. F. Schmitt, adv. mgr. **Det. Rep.**—Automotive Materials Corp., 23rd floor, Fisher bldg. **Adv. Agcy.**—Arthur Kudner, Inc., 630 Fifth ave., New York.
(See display advertising index)

COLUMBIA AXLE CO., 850 E. 72nd st., Cleveland, O. Front and rear truck and passenger car axles, two-speed overdrive axles. G. G. Soderberg, vice-pres., gen. mgr.; R. S. Pruitt, secy.; J. L. Hinckley, treas.; N. S. Lincoln, sales mgr.; G. W. Harper, chief engr.; R. R. Braggins, pur. agt.; **Det. Rep.**—N. S. Lincoln, 11 McLean. **Adv. Agcy.**—P. P. Willis Corp., Chicago, Ill.

COLUMBIAN ENAMELING & STAMPING CO., Inc., P.O. Box 30, Terra Haute, Ind. Trailer sinks and lavatories. C. B. Gorby, pres., treas.; W. H. Grabbe, secy., gen. mgr.; R. A. Gilchrist, sales mgr.; A. W. Nelson, chief engr.; J. L. Deere, pur. agt.; R. C. Weddle, adv. mgr. **Det. Rep.**—W. P. McKane, 428 Islington st., Toledo, O.

COLUMBIAN VISE & MFG. CO., 9021 Bessemer ave., Cleveland, O. Vises, all kinds; clamps, dropped forged steel "C." Dan C. Swander, pres.; H. F. Seymour, vice-pres. and sales mgr.; Albert F. Munhall, treas.; A. S. Trivison, pur. agt. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O.

COLUMBUS McKINNON CHAIN CORP., Tonawanda, N. Y. Tire chains and emergency chains. Julius Stone, pres.; A. L. McKinnon, vice-pres.; D. S. Brisbin, vice-

(Continued on Next Page)

Figures by R. L. Polk & Co., New Jersey Motor List Co., and Sherlock & Arnold

New Passenger Car Registrations By Makes

MONTHS		CHRYSLER GROUP					FORD GROUP			GENERAL MOTORS GROUP							HUDSON GR'P		
		Chrysler	De Soto	Dodge	Plymouth	Totals	Ford	Lincoln	Totals	Buick	Cadillac	Chevrolet	LaSalle	Oldsmobile	Pontiac	Totals	Terraplane	Hudson	Totals
January	'36	3666	2325	15240	29922	51153	50744	801	51545	9169	856	62999	714	11552	9377	94667	4661	1752	6413
	'35	1924	1261	8978	24873	37036	46306	115	46421	4240	297	26549	369	4453	5864	41772	3010	1317	4327
	'34	450	500	3960	9679	14589	25828	112	25940	2738	183	7223	69	557	2363	13133	797	122	919
	'33	1196	1371	3518	11669	17754	13097	211	13308	3816	309	29935	293	1039	4342	39734	1491	240	1731
	'32	1546	1105	2676	4801	10128	13556	224	13780	6429	574	34516	335	2188	3958	48000	1989	823	2812
	'31	2402	1287	3815	2376	9880	36958	216	37174	6716	917	41073	472	2363	5092	56633	3366	1865	5231
	'30	3485	2584	5046	3182	14297	70257	331	70588	7792	580	42689	794	3326	6525	61706	5391	2325	7716
	'29	5753	3220	9441	4771	23185	78902	371	79273	10566	1037	31237	1133	8886	8908	56767	12743	3346	16089
February	'36	2785	1763	11105	23577	39230	43724	699	44423	6651	637	53327	568	9363	7848	78394	3727	1236	4963
	'35	2646	1458	11352	26886	42342	64957	113	65070	3651	316	29536	404	9220	8737	51864	3269	1264	4533
	'34	255	284	5990	16684	23213	28810	137	28947	3205	382	24851	32	1749	4206	34425	1805	767	2572
	'33	1503	1181	3232	8265	14181	10629	111	10740	3047	288	25802	177	2146	4807	36267	1416	250	1666
	'32	3026	2224	3101	4372	12723	9572	295	9867	4856	847	28528	416	2949	4873	42469	2710	1175	3886
	'31	2243	1443	4314	2104	10104	39668	250	39918	6388	755	41564	418	3872	6101	59098	3264	1674	4938
	'30	3173	3104	5397	2570	14044	88916	272	89188	7284	468	53753	780	4346	7930	74561	6231	2875	9106
	'29	4496	3037	7819	3772	19124	74525	291	74816	8249	852	52608	1045	5438	12647	80839	12989	4201	17190
March	'36	5006	3270	21180	41186	70642	69271	1016	70287	13100	1027	87574	1040	17633	14559	134933	6324	1920	8244
	'35	4283	2583	17506	34615	58987	94986	142	95128	5393	433	55733	500	14755	13449	90263	4589	1844	6433
	'34	1879	866	9657	30918	43320	46200	178	46378	4962	516	50796	153	4602	7259	68288	4153	2223	6376
	'33	1611	1320	3541	9894	16366	15830	119	15949	2951	326	26626	213	2401	5212	37729	1581	247	1828
	'32	3591	3774	3324	5605	16294	7885	350	8235	6361	1033	29935	454	3031	4947	45761	2715	1203	3918
	'31	5300	2660	6195	3008	17163	60625	363	60988	9408	1117	61062	720	6058	9554	87919	5064	2331	7395
	'30	5800	4457	7466	4119	21842	122957	437	123394	10619	831	73585	1203	6564	11669	104471	8953	4098	13081
	'29	7250	5238	11296	6282	30066	112868	600	113468	12894	1415	82953	1851	9681	22470	131264	23282	7261	30543
April	'36	6652	4286	28395	55679	95012	86302	1400	87702	18956	1310	111853	1448	24682	20122	178371	9888	2809	12697
	'35	5204	3084	20302	42707	71297	105479	192	105671	6952	541	75083	1379	17661	16038	117654	6156	2544	8700
	'34	3529	1381	11527	34295	50711	61986	236	62222	6459	672	63501	782	8916	9612	89936	5810	3169	8979
	'33	2282	1574	5841	15327	25024	25634	243	25877	4413	426	40407	318	3312	7905	56781	2570	316	2880
	'32	3830	3854	3596	14163	25443	6307	345	6625	7408	884	45712	471	3406	7340	65221	3181	1338	4519
	'31	7745	3649	7773	4395	23562	81456	490	81946	12588	1614	80743	968	7487	12981	116381	7070	2907	9977
	'30	8235	4822	9375	6262	28694	146112	623	146735	14358	1317	83372	1591	7501	14089	122228	9864	4482	14346
	'29	9878	7431	14429	9818	41556	144750	791	145541	16083	1947	96346	2612	12789	22470	152247	30128	8423	38551
May	'36	6603	4655	27832	55637	94727	85209	1367	86576	17950	1209	109598	1394	23956	20406	174513	9535	2611	12146
	'35	5217	2957	20092	43713	71979	93467	213	93680	7082	549	59209	1593	17930	16058	102421	6113	2486	8599
	'34	3713	1457	9058	33291	47519	68051	223	68274	5310	683	57795	962	9331	9237	83318	5447	2703	8150
	'33	2698	1872	8057	24986	37613	32402	256	32658	5449	472	52442	395	4383	10230	73371	3789	354	4143
	'32	3124	3251	3136	17325	26836	23556	365	23921	5790	659	43500	394	3118	6508	59969	2591	1135	3726
	'31	7870	3431	7073	3985	22359	74066	443	74509	10835	1294	78668	920	6356	12594	110667	6047	2416	8463
	'30	8752	4346	8843	9243	31184	143535	541	144076	14210	1344	79775	1583	6865	11795	115572	8493	4136	12629
	'29	9023	7194	13277	11273	40767	143472	712	144184	13350	1777	90290	2506	11879	25435	145237	27259	7937	35196
June	'36	5915	5280	26841	54009	92045	80527	1243	81770	16174	1035	102949	1097	21556	19537	162348	8802	1987	10789
	'35	4778	2917	18693	40263	66651	83273	159	83432	6758	529	66054	1403	16421	14978	106143	5704	2192	7896
	'34	3228	1146	9220	34118	47712	64405	175	64580	8309	499	64580	762	9190	9031	92371	4663	1998	6661
	'33	3347	2067	9611	29451	44476	34351	242	34593	5601	441	55306	452	4487	10685	76972	4736	372	5108
	'32	2972	3090	2894	11039	19995	53322	300	53622	5042	494	37068	362	1870	5047	49883	2190	898	3088
	'31	6593	3364	5593	3896	19446	58027	393	58420	8686	1136	65798	703	4944	9602	90869	4787	1890	6677
	'30	6951	3794	6301	8368	25414	112749	369	113118	8551	1036	58107	1023	4829	7677	81223	5320	2635	7955
	'29	8517	6606	10907	10366	36396	129158	552	129710	13995	1106	74026	1821	10150	22063	123161	21299	6814	28113
July	'36	5725	5462	25838	51764	88789	81703	1322	83025	15482	1018	99678	1024	19602	18693	155497	8407	1849	10256
	'35	4542	3057	18951	40674	67224	83203	129	83332	6700	457	71226	1101	15632	15208	110324	5454	2081	7535
	'34	3257	1372	10031	38289	52949	63205	160	63365	7951	400	67026	593	9197	8618	93785	4209	1930	6139
	'33	4101	2496	11244	31895	49736	38354	215	38569	5064	383	59420	442	4438	11210	80957	4688	331	5019
	'32	1999	1865	1812	11039	16715	40047	203	40250	2997	314	25185	215	1186	3219	33116	1499	553	2052
	'31	5892	3350	5340	14599	29181	50349	349	50698	7965	995	58581	657	4748	8736	81682	3840	1825	5665
	'30	6160	3640	5764	8089	23653	109372	352	109724	8981	1055	56129	822	4657	7060	78704	4650	2420	7070
	'29	11944	6985	11612	10955	41496	151942	565	152507	16365	1087	87693	1743	10860	21438	139186	19307	6990	26297
August	'36	4259	3753	19816	38745	66573	59582	1056	60638	11378	913	74496	853	13047	12936	113623	5871	1335	7206
	'35	3443	2468	14888	32147	52946	61590	133	61723	4717	314	68281	1056	11839	11906	98113	4583	1600	6183
	'34	2922	1335	8420	33107	45784	54112	203	54315	5808	309	55507	446	8524	6602	77196	3646	1692	5338
	'33	4058	2880	11244	32044	50226	39210	179	39389	4588	357	55713	377	4047	9528	74610	4788	250	5038
	'32	1794	1836	1607	9490	14727	31023	250	31273	2757	322	23875	256	1604	3034	31848	3784	435	4219
	'31	4521	2714	4203	19134	30572	38835	267	39102	6491	705	44058	458	3648	6298	61658	2755	1252	4007
	'30	5331	2432	3928	6836	18527	74476	246	74722	16316	817	46807	661	3014	6706	74321	3706	2143	5849
	'29	11433	5610	8500	7907	33450	136960	513	137473	26624	813	74196	1177	8586	16421	127817	12948	5282	18230
September	'36	3216	2712	15257	29326	50511	54726	1122	55848	5454	795	55946	879	8837	9335	81246	4257	1003	5260
	'35	2284	1761	7413	17737	29195	43775	100	43875	4479	290	48994	740	6089	7427	68019	2782	1061	3843
	'34	2195	934	5894	24451	33574	41929	171	42100	4566	271	43003	370	6313	4697	59220	2642	1247	3889
	'33	3357	2578	10422	29565	45922	33525	176	33701	3765	304	49392	351	3541	7886	65239	4631	175	4806
	'32	1518	1642	1375	7592	12127	26432	243	26675	2453	353	21659	274	1702	2910	29351	3224	326	3550
	'31	3731	2063	3035	16881	25710	30849	219	31068	5265	665	33324	429	2521	5204	47408	2072	1064	3136
	'30	4521	1887	3024	6020	15452	65578	377	65955	13288	1383	39023	1017	2423	6670	63804	3278	1945	5223
	'29	9145	4774	6907	6780	27606	112451	546	112997	20381	1278	61005	1986	5877	12110	102637	9857	4043	13900
October	'36	2550	2417	14776	30332	50075	45710	1778	47488	8688	613	28241	503	3942	6757	48744	3421	957	4378
	'35	1535	1647	7719	16518	27419	38311	106	38417	12760	781	34869	1038	7807	8037	65292	2179	1030	3209
	'34	2844	968	6919	22247	32978	38652	183	38835	5167	330	38084	374	6342	4895	55192	3293	1526	4819
	'33	2531	2005	8563	25454	38553	29047	162	29209	2639	286	44055	332	2824	6976	57112	3299	194	3493
	'32	1220	1203	1317	4505	8245	20410	228	20638	2382	345	15772	279	1603	2748	23129	2225	306	2531
	'31	2801	1794	2335	11573	18503	23987	187	24174	4649	787	29792	501	1892	4026	41647	1822	734	2556
	'30	4045	1780	3933	4882	14640	55418	408	55826	10199	1471	33383	889	2026	4838	52806	2818	1255	4073
	'29	9610	4381	6884	6598	27473	103692	578	104270	17730	1652	64248	2167	5121	10918	101836	9470	3748	13218
November	'36	4809	3541	18505	42726	69581	27694	1696	29390	16200	968	63094	1433	4591	12694	98980	5381	1453	6834
	'35	1128	1350	15897	30321	48696	56578	180	56758	12612	1055	57379	1173	13356	11409	96984	3962	1859	5821
	'34	2432	720	5495	13475	22122	23284	186	23470	4741	395	36799	360	4809	3981	51085	2195	1028	3223
	'33	1330	1206	6445	19000	27981	20779	87	20866	1684	191	25602	254	1817	4456	34004	1843	139	1982
	'32	774	786	1149	6087	8796	14478	218	14696	1539	275	8344	222	894	1988	13262	1372	229	1601
	'31	1953	1428	1736	7290	12407	17544	168	17712	4916	667	20795	381	1300	3143	31202	1316	643	1959
	'30	2522	1317	2767	2791	9397	33084	254	33338	5809	1032	20669	495	1249	2686	31940	1957	822	2779
	'29	6048	2976	7120	3833	19977	69516	334	69850	8905	1246	38881	1353	2941	6586	59912	6711	2593	9304
December	'36	7512	5624	23733	46677	83546	63367	2067	65434	21485	1385	80552	3039	19727	19405	145593	8197	1913	10110
	'35	3552	2409	16979	32531	55471	54594	792	55386	12291	1130	63785	1019	14212	11011	103448	6037	2309	8346
	'34	1348	484	3968	11903	17703	14066	97	14133	3857	259	25741	279	2146	2144	34426	1850	902	2752
	'33	669	714	4363	12176	17922	18340	111	18451	799	120	10003	105	866	2132	14025	1010	79	1089
	'32	622	682	2120	10240	13664	12324	161	12485	1692	168	8753	170	576	1353	12712	1294	213	1507
	'31	1593	1246	1674	5035	9548	16174	120	16294	6964	483	27929	256	1490	2808	39930	1140	587	1727
	'30	1933	1104	2311	1943	7291	29651	146	29797	5238	744	31609	404	892	2394	41281	2677	1330	4007
	'29	4609	2162	7583	2643	16997	51883	292	52175	7165	725	26570	896	2217	5160	42733	5335	2074	7409

and Months from 1929 Through 1936

*Includes Cord.

MONTHS		NASH GROUP			NON-AFFILIATED MANUFACTURERS												
		LaFayette	Nash	Totals	*Auburn	Austin	Continental	Franklin	Graham	Hupp	Packard	Pierce-Arrow	Reo	Studebaker†	Willys*	Miscellaneous‡	Monthly Totals
January	'36	1128	1467	2595	201				892	328	3030	56	241	3943	707	11	215782
	'35	851	833	1684	486				596	552	431	50	228	2677	267	108	136635
	'34		1468	1468	434	180	336	47	453	292	349	99	208	2242	506	47	61242
	'33		755	755	255	435	6	126	678	483	523	138	199	2390	1010	320	79845
	'32		1721	1721	644	56		220	1141	727	1065	258	337	3402	2166	1033	87490
	'31		2622	2622	1041	497		316	1097	1069	1230	396	678	3270	2794	2858	126786
	'30		3657	3657	672			616	2036	2166	1827	431	807	3975	3203	6397	180094
	'29		6637	6637	910		342	560	2984	2266	2322	214	1262	5493	14782	6759	219845
February	'36	869	970	1839	182				798	208	2424	48	157	3199	781	22	176668
	'35	810	803	1613	423				900	440	348	39	194	2123	637	89	170615
	'34	31	946	977	232	126	242	40	639	256	292	98	222	2228	355	23	94887
	'33		738	738	215	318	48	76	643	423	674	113	196	2164	847	162	69471
	'32		1711	1711	916	55		175	1342	1066	629	291	325	3625	2865	2296	82799
	'31		2347	2347	1676	379		331	1263	1282	1125	397	590	3121	3975	3589	134133
	'30		2891		910			705	1839	1745	1623	540	921	3699	3593	6080	211645
	'29		6172		1027			569	3449	2087	1917	189	1197	4986	15437	6338	235337
March	'36	1695	1962	3657	266				1290	300	4739	72	324	5703	799	16	301272
	'35	1216	1212	2438	482				1323	795	928	59	317	3304	974	56	261477
	'34	167	1418	1585	186	166	149	50	1173	317	421	144	222	4164	325	23	173287
	'33		703	703	182	330	89	105	708	473	720	117	194	2215	882	159	78749
	'32		2642		1085	65		191	1656	2494	1250	286	332	4191	3048	727	92175
	'31		3935		3335			419	1825	2020	1406	517	749	4802	4677	3691	200841
	'30		4812		1447			964	2638	2899	2360	778	1271	5415	5186	8344	298822
	'29		10895		1865			921	6145	3462	4065	630	1833	8285	4651	30253	378346
April	'36	2306	2737	5043	426				1654	211	6690	100	428	7775	994	87	397190
	'35	1917	1748	3665	564				1891	947	3236	75	411	4527	952	62	319652
	'34	250	1501	1751	373	126	97	46	1838	516	646	189	261	4891	415	32	223050
	'33		1040	1040	650	354	142	96	982	656	915	169	252	2859	1051	238	119972
	'32		3562	3562	1294	111		190	1357	1665	1565	365	421	4910	2958	3233	121089
	'31		5259	5259	4724	314		470	2169	2562	1778	624	891	6074	6224	2777	265732
	'30		6275	6275	1744			1034	4645	3458	3038	912	1429	6458	6762	9307	357065
	'29		15560	15560	2248			1343	8088	5162	5844	1062	2262	10529	5510	13922	449425
May	'36	2495	2676	5171	453				2021	176	6302	76	415	7657	1309	1208	392750
	'35	1684	1593	3277	561				1838	877	3964	75	418	4479	981	52	293201
	'34	978	1738	2716	598	85	45	96	1537	656	516	211	519	4142	825	21	219225
	'33		1222	1222	984	364	176	129	1015	802	1010	168	369	3490	2576	155	160225
	'32		2814	2814	705	142		149	1297	1088	1285	299	490	5099	2933	510	131263
	'31		4622	4622	4924	266		372	2234	2372	1483	573	606	5420	5857	3000	247727
	'30		5819	5819	1619			794	4655	3189	2940	864	1077	6291	6254	8078	345041
	'29		14415	14415	2207			1383	7518	5238	5064	1134	2080	9235	4848	35647	454153
June	'36	2310	2258	4568	329				1837	119	5518	59	361	7187	1539	954	369423
	'35	1264	2144	3408	495				1728	724	4313	80	411	3966	1062	51	280360
	'34	1361	1343	2704	477	58	23	45	1291	670	582	193	466	5233	780	18	223864
	'33		1268	1268	742	382	292	143	1105	818	907	195	376	4192	2546	104	174219
	'32		2395	2395	2223	113		141	1123	875	1186	212	464	4705	2655	6053	148733
	'31		3786	3786	3794	227		300	2154	1827	7335	452	539	4741	4848	2496	201911
	'30		4913	4913	1065	43		610	3488	2572	4008	628	744	5107	4344	5690	260942
	'29	1361	11028	11028	2093			1112	6291	4119	3943	871	1712	7199	3777	25651	386537
July	'36	2315	2153	4468	299				1925	92	5070	70	354	5457	1513	675	357490
	'35	1872	2081	3953	522				1763	727	4259	87	365	3913	1157	34	285195
	'34	1410	1216	2626	602	35	19	12	1532	694	841	220	467	4748	946	26	229006
	'33		1143	1143	551	335	328	153	1144	694	806	230	396	4119	1444	76	185700
	'32		1415	1415	1864	133		107	1022	582	652	139	327	3289	2187	338	104188
	'31		5173	5173	3344	219		276	2039	1655	1880	355	532	4513	4566	2513	194291
	'30		5227	5227	991	1139		526	3195	2728	3261	534	791	6001	5988	4565	254097
	'29		11570	11570	2351			1154	6846	4193	3503	1049	1847	9674	21234	9788	432695
August	'36	1376	1698	3074	238				1329	49	5923	83	244	2601	1128	203	262912
	'35	2181	1702	3883	415				1570	627	3741	72	370	3317	860	31	233851
	'34	1341	961	2302	509	19	17	8	1288	662	635	184	394	3640	884	23	193198
	'33		801		406	334	403	142	1103	610	678	203	299	3202	1415	76	178935
	'32		1191		1149	225		172	1172	580	827	187	331	3445	1810	301	93457
	'31		3855		2339	195		265	1467	1258	1561	265	452	3413	3494	1804	155707
	'30		3939		689	1057		464	2069	1782	2220	464	962	6050	4469	6153	203737
	'29		8713		1820			977	6042	4082	5908	873	1402	9027	14419	6700	376933
September	'36	873	1246	2119	181				1096	32	6131	67	215	4808	1003	379	208896
	'35	1920	1374	3294	524				1234	492	2827	78	370	2726	594	27	157098
	'34	1038	907	1945	641	19	4	6	865	572	555	103	289	2554	562	33	146931
	'33		574		359	280	510	110	939	536	974	191	364	2205	1201	65	157976
	'32		934		758	319		131	1125	451	843	189	295	3088	1838	219	81893
	'31		2872		1694	126		230	1887	1040	1609	219	447	3000	2760	1669	124875
	'30		3855		620	807		544	1908	1265	2362	530	871	4750	3111	4229	175286
	'29		6028		1285			844	4876	4581	4446	723	1181	6690	10157	6471	304422
October	'36	525	1609	2134	174				1059	19	8453	62	203	7202	968	360	171319
	'35	1492	1213	2705	358				1290	426	4970	108	288	2575	744	588	148389
	'34	1066	1132	2198	651	61	7	5	1003	616	636	90	310	3094	420	22	140937
	'33		460		292	257	510	100	752	508	893	252	437	2364	1035	99	136326
	'32		774		500	441		101	727	409	816	255	238	2522	1687	182	63195
	'31		1973		1232	111		288	1514	925	1354	258	542	3304	2937	1321	102639
	'30		4147		524	630		541	1687	1119	2348	483	941	3900	3705	2849	150219
	'29		6445		1034			906	3991	4634	3948	809	1267	5755	9152	4091	288829
November	'36	201	3150	3351	134				1070	10	6963	54	125	5739	556	773	223560
	'35	1035	1133	2168	263				757	359	4493	73	233	1968	1137	552	220262
	'34	947	1022	1969	450	94	6	3	656	675	598	110	262	2511	308	32	107574
	'33		1112		204	171	451	97	587	445	624	265	342	4218	780	51	94180
	'32		544		291	407		131	485	392	518	131	150	1925	869	160	44358
	'31		1515		839	80		242	875	842	805	247	404	2717	3100	875	75821
	'30		3213		324	367		421	1073	719	1398	371	929	2537	2422	1838	93066
	'29		4457		547			508	2301	2596	2137	503	705	3237	5137	2462	183633
December	'36	211	4840	5051	139				1468	12	7529	46	79	6564	1126	606	327303
	'35	1203	1903	3106	245				1075	484	4160	79	289	3998	1074	33	237194
	'34	712	663	1375	383	88	8	2	612	640	481	99	234	2113	253	24	75356
	'33		1537		198	117	355	52	472	278	360	111	199	2826	571	61	58624
	'32		529		217	441		121	410	465	420	80	159	1465	881	127	45683
	'31		1407		593	61		372	683	573	686	219	331	2157	2069	903	77553
	'30		2338		665	311		292	904	665	933	310	706	2342	2369	1843	96054
	'29		3193		466			427	1956	1915	1537	365	572	2729	3879	2429	138782

Who's Who

(Continued from Previous Page)

pres.; R. E. Gerspacher, sales mgr. and adv. mgr.; F. I. Cormack, pur. agt.; Al. Cotesworth, chief engr. **Adv. Agcy.**—Addison Vars, Inc., Buffalo, N. Y.

COMMONWEALTH BRASS CORP., 5781-5835 Commonwealth ave., Detroit, Mich. Fittings: (brass) pipe and tube, compression, brazing, soldering, ball solderless. N. A. Henwood, pres., gen. mgr.; L. J. Bulkey, secy.-treas.; P. Tazelaar, sales mgr.; C. S. Kellum, chief engr.; H. R. Keever, pur. agt.; B. V. Unwin, adv. mgr. **Adv. Agcy.**—Unwin Advertising Agency, Detroit, Mich.

CONCEALED DOOR CHECK CO., P. O. box 1655, Indianapolis, Ind. J. H. McDuffee, pres.; F. H. Landwehr, secy.; J. B. Fenner, treas.; H. G. Simmons, vice-pres., sales mgr.; W. V. Flood, compt.; R. A. Nowlan, pur. agt.

CONGRESS TOOL & DIE CO., 8211 Collins, Detroit. Pulleys (u-type, round belt, crown face, step-cone), flexible couplings, die castings, stamping dies, special machinery. Wm. Tann, pres.; D. Tann, secy.-treas.; H. Tann, sales mgr.

CONNECTICUT TELEPHONE & ELECTRIC CORP., 70 Britannia, Meriden, Conn. Ammeters, coils, cut-outs, switches, terminals, directional safety signals, tractor trailer connector plugs. Hal P. Shearer, pres., gen. mgr.; David Beecroft, secy.-treas.; Geo. W. Allen, sales mgr.; Wm. Curtis, chief engr.; O. A. Gardiner, pur. agt.; N. C. Flagg, adv. mgr. **Dst. Rep.**—Air Devices Corp., Chicago.

CONTEST BOARD OF THE AMERICAN AUTOMOBILE ASSN., Pennsylvania ave. at 17th st., Washington, D. C. Officers: Thos. P. Henry, pres.; Russell E. Singer, gen. mgr. Capt. E. V. Rickenbacker, New York City, chrmn.; David Beecroft, New York City; T. E. Myers, Indianapolis; Ray W. Sherman, New York City; Robt. B. Gable, Altoona; A. C. Pillsbury, Los Angeles; E. Waldo Stein, Akron; Col. Wm. G. Wall, Indianapolis; Norman G. Shidle, Philadelphia; B. E. Sibley, Ponca City; Joseph C. Dawson, Philadelphia; E. Von Hambach, Detroit; Hal Weller, Berkeley; Gar Wood, Detroit; James Dalten, New York City; Chris Sinsabaugh, Detroit. National Technical Committee: Harold F. Blanchard, New York City, chrmn.; Paul Dumas, Philadelphia; Thos. J. Litle jr.; A. J. Poole, New York City; Delmar G. Roos, South Bend; Louis Schwitzer, Indianapolis; H. C. Snow, Auburn, Ind.; George F. Stephenson, Los Angeles; Dr. H. C. Dickinson, Washington; W. K. Toboldt, Philadelphia; E. V. Rippingille, Detroit; Frank E. Watts, Detroit; V. W. Kliesrath, South Bend; R. W. Martland jr., Oakland; Chester Ricker, Detroit; T. E. Allen, secy.

CONTINENTAL CAN CO., Inc., 100 East 42nd st., New York, N. Y. Tin containers for oils greases, etc. O. C. Huffman, pres.; J. B. Jeffress, jr., secy.-treas.; J. F. Hartlieb, exe. vice-pres.; F. G. Searle, vice-pres. in charge of sales; F. J. O'Brien, vice-pres. in charge of mfg.; H. A. Manderson, pur. agt.; H. A. Goodwin, adv. mgr. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, 383 Madison ave., New York City.

CONTINENTAL-DIAMOND FIBRE CO., Newark, Del. Silent timing gears, laminated insulation plastic, vulcanized fibre, laminated translucent plastic in colors, bonded mica. J. P. Wright, pres.; G. R. Sinclair, secy.-treas.; F. K. Simons, sales mgr.; C. S. Rankin, chief engr.; W. H. Walker, jr., pur. agt.; N. W. Sieber, adv. mgr. **Dst. Rep.**—A. J. Briggs, New Center bldg.

CONTINENTAL ELECTRIC CO., Geneva, Ill. Electric cells, vacuum gauge, vacuum power switch, mercury rectifier. H. A. McIlvaine, pres.; O. T. McIlvaine, secy.; R. E. Smiley, gen. mgr., sales mgr. **Dst. Rep.** — George Clarke, 5551 Vancouver ave.

CONTINENTAL MACHINE SPECIALTIES, Inc., 1301 S. Washington, Minneapolis, Minn. Metal cutting bandsaw, band filing machine, contour sawing-filing. Leighton A. Wilkie, pres.; J. W. Wilkie, vice-pres.; R. J. Wilkie, sales mgr.; Arthur Ringsrud, chief engr.; E. G. Rowlands, pur. agt.; Floyd Hooper, adv. mgr. **Dst. Rep.**—W. B. Conrad.

CONTINENTAL MOTORS CORP., 12801 E. Jefferson ave., Detroit; 205 Market st., Muskegon, Mich. Engines—gasoline and oil burning for aircraft, automotive, agricultural and industrial application, automotive parts. W. R. Angell, pres., treas.; G. M. Clark, secy.; C. Reese, vice-pres., asst. gen. mgr.; B. F. Tobin jr., sales mgr.; E. R. Jacoby, Muskegon, N. N. Tilley, Detroit, chief engrs.; G. E. Winters, Muskegon, E. P. Gallagher, Detroit, pur. agts.; H. Kline, adv. mgr. **Adv. Agcy.**—Martin, Inc., 1019 Fox Theatre bldg., Detroit.

CONTINENTAL MOTORS CORP., Muskegon, Mich. Engines for all purposes, including gasoline, kerosene, fuel oil and diesel, radio speakers, farm lighting plants, radio battery chargers, portable air conditioners. W. R. Angell, pres., gen. mgr.; Clarence Reese, vice-pres., asst. gen. mgr., treas.; Judge Geo. M. Clark, secy.; H. W. Vandeven, asst. treas.; B. F. Tobin jr., vice-pres. in chge. of sales; L. P. Kalb, vice-pres. in chge. of engr. and mfg. (Muskegon); C. R. Phillips, aud.; E. R. Jacoby, chief engr.; G. E. Winters, pur. agt.; A. Wild, adv. mgr.

(See display advertising index)

CONTINENTAL PISTON RING CO., 276-82 Walnut, Memphis, Tenn. Piston rings. Ira C. Allstadt jr., pres., gen. mgr.; Louis Emrich, secy.-treas., sales mgr.; G. Q. Britt, chief engr. **Adv. Agcy.** — Cako-Cohn-Spiro Inc., Memphis, Tenn.

CONTINENTAL RUBBER WKS., 1901 Liberty, Erie, Pa. Everything for automobiles that are of rubber but tires. Fan belts, rubber hose, battery boxes, air hose, heater hose, dist. nipples, etc. T. R. Palmer, pres.; Dr. P. H. Henkel, secy., gen. mgr.; H. M. Reinecke, treas.; H. T. Fowler, sales mgr.; A. Lansberry, chief engr.; F. R. McCarty, pur. agt. **Dst. Rep.**—C. McNary, 5413 12th. **Adv. Agcy.** — McDaniel-Fisher-Spelman, 1310 First Central Tower, Akron, O.

(Continued on Page 50)

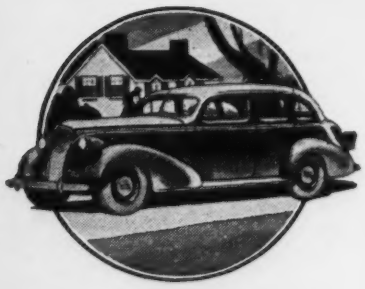
Quality Dealers
SELLING QUALITY PRODUCTS

. . . *that's the* CHEVROLET DEALER ORGANIZATION

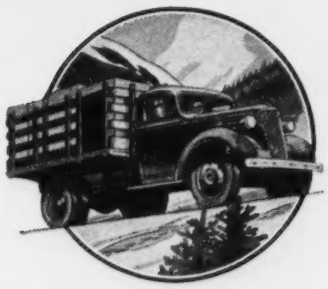
CHEVROLET James Dalton, editor of Motor, makes the following statements about Chevrolet's "Quality Dealer" program, in a highly interesting and informative article appearing in the June issue of Motor magazine:

> "The basic purpose (of Chevrolet's 'Quality Dealer' program) is to establish the company's retailers on such a substantial foundation that they can prosper regardless of general economic conditions. . . . All activities are based upon the belief that the interests of Chevrolet will be served best if its relations are harmonious with its direct customers, who are the dealers, as well as with its indirect customers, who are the consumers of its products. . . . All subsequent developments have been built around the original conception of 'quality dealers rather than quantities of dealers' . . . to assure profits, volume, permanency."

Chevrolet dealers—*quality dealers selling quality products*—know that Mr. Dalton is right. They also know that Chevrolet's "Quality Dealer" program furnishes conclusive proof of the statement—"When you have the Chevrolet Franchise, you have friends."

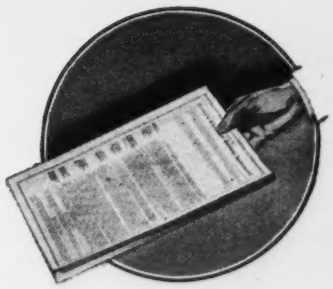


NEW MASTER DE LUXE CHEVROLET
(Complete Line of 6 Body Types)
The modern car for the millions, that the millions like best of all.



NEW CHEVROLET TRUCKS AND COMMERCIAL CARS
America's first choice for *more power per gallon—lower cost per load.*

NEW MASTER CHEVROLET
(Complete Line of 6 Body Types)
Winning ever-increasing demand among buyers in the lowest price range.



A CONTRACT WITH THREE DEFINITE ADVANTAGES
1. Cooperative Assistance.
2. Stability. 3. Profit.

WHEN YOU HAVE THE CHEVROLET FRANCHISE YOU HAVE FRIENDS

GOING AHEAD TOGETHER!

CHEVROLET AND ITS DEALERS

A quarter-century of engineering and manufacturing progress, which has transformed the standards of the entire low-price field! An equally brilliant sales program through the years, resulting in the most spectacular success in automobile history! And a new high level of friendliness in factory-dealer relationships built on a policy of *progress through co-operation!*

All these achievements of Chevrolet and its dealers are culminating today in a record demand for Chevrolet passenger cars and trucks . . . in sounder, better, more profitable business methods . . . and in a definite public preference for Chevrolet products which augurs well for the future.

Chevrolet and its dealers are *going ahead together* . . . making today better than yesterday . . . and tomorrow better than today!

CHEVROLET MOTOR DIVISION, ***General Motors Sales Corporation,*** **DETROIT, MICHIGAN**

CHEVROLET

WHEN YOU HAVE THE CHEVROLET FRANCHISE YOU HAVE FRIENDS

States' and Makers' Sales Figures

1936 Compared With 1935

Figures supplied by R. L. Polk & Co., New Jersey Motor List Co. and Sherlock & Arnold.

List of States in Order of PERCENTAGE of Sales INCREASE of Passenger Cars

STATE	Pct. Gain	Unit Gain	Gain Pos.	12 Mos. 1936	1936 Pos.	12 Mos. 1935	1935 Pos.
Oregon	57.1	14,711	1	40,460	24	25,749	32
Washington	48.4	17,773	2	54,458	16	36,685	22
Nevada	48.2	1,708	3	5,255	49	3 547	49
West Virginia	42.9	11,189	4	37,272	29	26,083	30
Colorado	37.1	9,666	5	35,721	30	26,055	31
Maine	36.5	4,779	6	17,890	38	13,111	39
Ohio	35.7	64,477	7	244,865	4	180,388	6
Pennsylvania	35.3	71,345	8	273,281	2	201,936	2
Wyoming	35.2	2,523	9	9,693	46	7,170	47
Utah	33.0	3,573	10	14,398	40	10,825	42
Arizona	31.6	3,064	11	12,758	42	9,694	44
New Mexico	30.9	2,570	12	10,881	45	8,311	45
Rhode Island	30.4	4,499	13	19,309	37	14,810	37
Idaho	30.2	3,354	14	14,438	39	11,084	41
Massachusetts	30.1	27,138	15	117,261	8	90,123	9
Mississippi	30.1	5,780	16	25,006	33	19,226	34
California	30.0	59,288	17	256,255	3	196,967	3
New Jersey	29.9	25,688	18	111,737	10	86,049	10
Illinois	29.6	53,936	19	236,138	5	182,202	5
Connecticut	28 3	11,337	20	51,342	18	40,005	19
Louisiana	28.0	8,192	21	37,471	28	29,279	28
Indiana	27.7	25,251	22	116,280	9	91,029	8
New York	25.1	60,818	23	303,323	1	242,505	1
Minnesota	24.9	16,315	24	81,773	13	65,458	14
Michigan	24.3	44,364	25	226,968	6	182,604	4
Wisconsin	23.4	17,001	26	89,569	11	72,568	12
New Hampshire	22.7	2,270	27	11,095	43	12,612	40
Maryland	20.9	7,650	28	44,228	21	36,578	23
Florida	20.1	6,512	29	38,988	26	32,476	26
Alabama	19.7	5,791	30	35,198	31	29,407	27
Montana	19.2	3,340	31	20,745	35	17,405	36
Delaware	19.1	1,358	32	8,477	47	7,119	48
Missouri	17.1	12,825	33	87,740	12	74,915	11
Vermont	17.1	1,226	34	8,413	48	7,187	46
Texas	13.9	19,269	35	157,995	7	138,726	7
Georgia	13.9	5,311	36	43,581	22	38,270	21
Dist. of Columbia	13.0	3,778	37	32,787	32	29,009	29
Kentucky	12.2	4,347	38	40,109	25	35,762	24
Nebraska	10.1	3.468	39	37,695	27	34,227	25
Arkansas	10.0	1,784	40	19,612	36	17,828	35
Virginia	9.9	4 533	41	50,346	19	45,813	18
Tennessee	9.1	3,512	42	41,959	23	38,447	20
Kansas	8.8	4,376	43	54,041	17	49,665	17
Oklahoma	6.6	3,489	44	56,605	15	53,116	16
Iowa	4.2	2,928	45	71,883	14	68,955	13
South Carolina	2.6	601	46	24,020	34	23,419	33
South Dakota	.2	25	47	13,556	41	13,531	38
North Carolina	*11.8	*6,626	48	49,364	20	55,990	15
North Dakota	*12.0	*1,517	49	11,095	44	12,612	40
TOTAL		660,589		3,404,497		2,743,908	

*Loss

List of States in Order of VOLUME of Sales of Passenger Cars

STATE	1936	1936 Pos.	1935	1935 Pos.	Unit Gain	Pct. Gain
New York	303,323	1	242,505	1	60 818	25.1
Pennsylvania	273,281	2	201,936	2	71 345	35.3
California	256,255	3	196,967	3	59,288	30.0
Ohio	244,865	4	180,388	6	64,477	35.7
Illinois	236 138	5	182.202	5	53,936	29.6
Michigan	226,968	6	182,604	4	44,364	24 3
Texas	157,995	7	138,726	7	19,269	13.9
Massachusetts	117,261	8	90,123	9	27,138	30.1
Indiana	116,280	9	91,029	8	25,251	27.7
New Jersey	111,737	10	86 049	10	25,688	29.9
Wisconsin	89,569	11	72.568	12	17,001	23.4
Missouri	87,740	12	74,915	11	12,825	17.1
Minnesota	81,773	13	65,458	14	16,315	24.9
Iowa	71,883	14	68,955	13	2 928	4.2
Oklahoma	56,605	15	53,116	16	3,489	6.6
Washington	54,458	16	36,685	22	17,773	48.4
Kansas	54,041	17	49,665	17	4,376	8 8
Connecticut	51,342	18	40,005	19	11,337	28.3
Virginia	50,346	19	45.813	18	4,533	9.9
North Carolina	49,364	20	55,990	15	*6 626	*11.8
Maryland	44,228	21	36,578	23	7,650	20.9
Georgia	43,581	22	38,270	21	5,311	13.9
Tennessee	41,959	23	38,447	20	3,512	9.1
Oregon	40,460	24	25,749	32	14,711	57.1
Kentucky	40,109	25	35,762	24	4,347	12.2
Florida	38,988	26	32,476	26	6 512	20.1
Nebraska	37,695	27	34,227	25	3 468	10.1
Louisiana	37,471	28	29,279	28	8,192	28.0
West Virginia	37,272	29	26,083	30	11,189	42.9
Colorado	35,721	30	26 055	31	9,666	37.1
Alabama	35,198	31	29,407	27	5,791	19.7
Dist. of Columbia	32,787	32	29,009	29	3,778	13.0
Mississippi	25,006	33	19,226	34	5,780	30.1
South Carolina	24,020	34	23,419	33	601	2.6
Montana	20,745	35	17,405	36	3 340	19.2
Arkansas	19,612	36	17,828	35	1,784	10.0
Rhode Island	19,309	37	14,810	37	4,499	30.4
Maine	17,890	38	13,111	39	4,779	36.5
Idaho	14,438	39	11,084	41	3,354	30.2
Utah	14,398	40	10,825	42	3,573	33.0
South Dakota	13,556	41	13,531	38	25	.2
Arizona	12,758	42	9,694	44	3.064	31.6
New Hampshire	12,258	43	9,988	43	2.270	22.7
North Dakota	11,095	44	12,612	40	*1,517	*12.0
New Mexico	10,881	45	8,311	45	2,570	30.9
Wyoming	9,693	46	7,170	47	2,523	35.2
Delaware	8,477	47	7,119	48	1,358	19.1
Vermont	8,413	48	7,187	46	1,226	17.1
Nevada	5,255	49	3,547	49	1,708	48.2
TOTAL	3,404,497		2,743,908		660,589	24.1

*Loss

Makers' Percentage Gains

List of Passenger Car Manufacturers in Order of PERCENTAGE of Sales Increase, 1936-1935

Make	Pct. Gain or Loss	Unit Gain or Loss	Gain Position	12 Mos. 1936	1936 Position	12 Mos. 1935	1935 Position
Lincoln	+556.8	+ 13,197	1	15,567	17	2,370	23
Buick	+ 83.4	+ 73,052	2	160 687	7	87,635	7
Packard	82.7	+ 31,119	3	68,772	9	37,653	11
Cadillac	+ 75.8	+ 5,074	4	11,766	20	6,692	20
Studebaker	71.4	+ 28,262	5	67,835	10	39,573	10
De Soto	+ 67.3	+ 18,136	6	45,088	12	26,952	12
Nash	+ 50.9	+ 9,027	7	26,766	13	17,739	14
Terraplane	+ 45.8	+ 24,633	8	78,471	8	53,838	8
Chrysler	+ 44.8	+ 18,162	9	58,698	11	40,536	9
Chevrolet	— 41.7	+273,552	10	930 250	1	656,698	2
Dodge	+ 39.0	— 69,748	11	248,518	4	178,770	4
Plymouth	+ 30.4	—116,595	12	499,580	3	382,985	3
Pontiac	+ 22.5	— 31,547	13	171,669	6	140,122	6
Oldsmobile	+ 19.5	— 29,113	14	178,488	5	149,375	5
Willys	+ 19.0	+ 1,984	15	12,423	19	10,439	18
LaSalle	+ 18.8	+ 2,217	16	13,992	18	11,775	11
Graham	+ 3.0	+ 474	17	16,439	15	15,965	16
Hudson	— 3.5	— 762	18	20,825	14	21,587	13
LaFayette	— 6.5	— 1,141	19	16,304	16	17,445	15
Ford	— 9.4	— 77,965	20	748,554	2	826,519	1
Pierce-Arrow	— 10.1	— 88	21	787	25	875	24
Reo	— 19.2	— 748	22	3,146	21	3,894	22
Auburn	— 64.2	— 3,315	23	1,848	22	5,163	21
Hupmobile	— 79.1	— 5,894	24	1,556	23	7,450	19
Cord	*	*		1,174	24	*	
Miscellaneous		+ 3,436		5,294		1,858	
Total	+ 24.1	+660,589		3,404,497		2,743,908	

*Not in production in 1935.

Makers' Volume Gains

List of Passenger Car Manufacturers in Order of VOLUME of SALES, 1936-1935

Make	12 Mos., 1936	1936 Position	12 Mos., 1935	1935 Position	Unit Gain or Loss	Pct. Gain or Loss
Chevrolet	930,250	1	656,698	2	+273,552	+ 41.7
Ford	748,554	2	826,519	1	— 77,965	— 9.4
Plymouth	499,580	3	382,985	3	+116,595	+ 30.4
Dodge	248,518	4	178,770	4	+ 69,748	+ 39.0
Oldsmobile	178,488	5	149,375	5	+ 29,113	+ 19.5
Pontiac	171,669	6	140,122	6	+ 31,547	+ 22.5
Buick	160,687	7	87,635	7	+ 73,052	+ 83.4
Terraplane	.78,471	8	53,838	8	+ 24,633	+ 45.8
Packard	68,772	9	37,653	11	+ 31,119	+ 82.7
Studebaker	67,835	10	39,573	10	+ 28,262	+ 71.4
Chrysler	58,698	11	40,536	9	+ 18,162	+ 44.8
De Soto	45,088	12	26,952	12	+ 18,136	+ 67.3
Hudson	20,825	14	21,587	13	— 762	— 3.5
Graham	16,439	14	15,965	16	+ 474	+ 3.0
LaFayette	16,304	16	17,445	15	— 1,141	— 6.5
Lincoln	15,567	17	2,370	23	+ 13,197	+556.8
LaSalle	13,992	18	11,775	17	+ 2,217	+ 18.8
Willys	12,423	19	10,439	18	+ 1,984	+ 19.0
Cadillac	11,766	20	6,692	20	+ 5,074	+ 75.8
Reo	3,146	21	3,894	22	— 748	— 19.2
Auburn	1,848	22	5,163	21	— 3,315	— 64.2
Hupmobile	1,556	23	7,450	19	— 5,894	— 79.1
Cord	1,174	24				*
Pierce-Arrow	787	25	875	24	— 88	— 10.1
Miscellaneous	5,294		1,858		+ 3,436	
Total	3,404,497		2,743,908		660,589	24.1

*Not in production in 1935.

Who's Who

(*Continued from Page* 47)

COOK TRAILERS, 2273 W. Henrietta rd., Henrietta, N. Y. John H. Cook, pres.; Inez Cook, secy.-treas.; Chester W. Wright, sales mgr.

COOPER MFG. CO., Inc., 411 S. 1st ave., Marshalltown, Ia. Automotive and industrial gaskets (original and replacements), power lawn mowers. A. R. Cooper, pres.; H. M. Cooper, secy.-treas.; R. Schmidt, sales mgr.; F. W. Zuercher, chief engr.; Glenn G. Cooper, pur. agt. **Det. Rep.**—MacIntyre & Simpson, 75 E. Wacker Dr. **Adv. Agcy.**—J. H. Rhoades & Asso., Newton, Ia.

CORBITT CO., Henderson, N. C. Motor trucks, semi trailers, commercial bodies. R. J. Corbitt, pres., gen. mgr.; J. E. Hite, secy.; W. S. Corbitt, treas., sales mgr.; L. B. Jenkins, chief engr.; Wm. Grimes, pur. agt.

CORCORAN-BROWN LAMP CO., Subsidiary of Electric Auto-Lite Co., Toledo, O., 4890 Spring Grove., ave., Cincinnati, O. Automotive lamp equip., flood lights, electric switch boxes, meter entrance switches, etc. G. P. Doll, pres., sales mgr., adv. mgr.; F. H. Landwehr, secy.; W. V. Flood, treas.; R. W. Johnson, chief engr.; H. A. Beigel, pur. agt.

COTEX CORP., 341 Oliver st., Newark, N. J. Rubber and waterproof tire covering material, auto radiator winter front material, rubber top decking and sport topping material, (pyroxylin), auto curtain material, auto upholstering material, trailer interior and exterior material. J. T. Broadbent, pres.; I. R. Blackburn, vice-pres.; G. V. Fortune, treas.; G. M. Marshall, secy.; J. J. Smith, gen. sales management.
(See display advertising index)

COTTA GEAR CO., Rockford, Ill. Transmissions for commercial vehicles. Chas. Cotta, pres.

COTTA TRANSMISSION CORP., 2340 11th st., Rockford, Ill. Heavy duty transmissions, econocol stokers. Beach W. Maquire, pres.; L. C. Lundberg, secy.; A. D. Scoville, treas., gen. mgr., sales mgr., adv. mgr.; F. R. Nelson, chief engr.; E. H. Odell, pur agt. **Adv. Agcy.**—Howard H. Monk and Associates, Rockford, Ill.

COVERED WAGON CO., 332 Cass ave., Mt. Clemens, Mich. House and commercial coach trailers. Arthur G. Sherman, pres.; E. G. Kolbe, secy.-treas.; D. R. Donaldson, vice-pres. in chge. prod., gen. mgr.; J. E. Roberts, sales mgr.; Raymond LaBarre, chief engr.; Roy L. Warren, pur. agt.; Frank L. Edman, adv. mgr. **Adv. Agcy.**—Aarons, Sill & Caron, Inc., Detroit.

CRAMER, R. W. & CO., Inc., Irving pl. at 18th st., New York. Automobile clocks, speedometers (chronometric), speedometers (recording), stop watches, tachometers, tachometers (recording), vibration counters. R. W. Cramer, pres., treas.; J. J. Gardner, secy.

CRANE PACKING CO., 1800 Cuyler ave., Chicago. Metallic packing for automobile water pumps, oil pumps, gaskets of all kinds. F. E. Payne, pres.; A. W. Payne, secy.; R. Rapp, treas. **Det. Rep.**—H. M. Stephen, 1720 Twelfth st. **Adv. Agcy.**—Merrill E. Symonds, 124 Polk st., Chicago.

CRESCENT CABLE CO., 75 Eagle st., Providence, R. I. Automotive wire and cable. I. J. Schwed, pres.; M. C. Sapinsley, treas., gen. mgr., sales mgr., adv. mgr.; F. J. Sausoncl, fcty. mgr. **Adv. Agcy.**—Laupher & Schonfarber, Providence, R. I.

CROPLEY "Instruments," 14 S. River st., Aurora, Ill. Fuel and vacuum pump tester, syncrolite, neon timing light, ignition point resurfacer. S. J. Cropley, pres., chief engr., pur. agt., adv. mgr.; F. A. Cropley, secy., sales mgr.

CROWE NAME PLATE & MFG. CO., 3701 Ravenswood ave., Chicago. Instrument Panels and dials, scuff plates, name plates, remote control and component parts. E. C. Coolidge, pres.; G. C. Hass, pur. agt. **Det. Rep.**—J. E. Eckenerode, 912 Stephenson bldg.

CROWN PRODUCTS CO., Ralston, Neb. Automobile accessories, mechanical rubber goods. Glenn B. Williams, pres., treas., pur. agt.; M. Prachensky, secy.; Wm. G. Parks, sales mgr.; Wade E. Sheppard, chief engr.; **Det. Rep.**—B. G. Golden, 10 Louise ave., apt. 409, Highland Park, Mich. **Adv. Agcy.**—Bennet & Moore, 506 Karbach Block, Omaha, Neb.

CRUCIBLE STEEL CO., of AMERICA, 405 Lexington ave., New York. Steel products—tool, machinery, stainless, cold rolled steels, etc. H. S. Wilkinson, chmn.; F. B. Hufnagel, pres.; A. T. Galbraith, vice-pres., gen. sales mgr.; J. M. McComb, vice-pres.; R. E. Christie, asst. gen. mgr. sales; R. H. Filsinger, pur. agt. **Det. Rep.**—R. W. Crane, mgr., 3245 Hubbard ave.

CUMMINS ENGINE CO., Columbus, Ind. Diesel engines, automotive, locomotive, industrial, marine. C. L. Cummins, pres.; O. C. Bottorff, secy.-treas.; J. I. Miller, vice-pres., gen. mgr.; P. E. Letsinger, vice-pres. charge sales; H. L. Knudsen, chief engr.; C. O. Perin, pur. agt. **Det. Rep.**—Robert Gotfredson Truck Co., 3599 Gratiot. **Adv. Agcy.**—S. W. Curtiss, Burford's Advertising, Inc., Indianapolis, Ind.

CURTIS PNEUMATIC MCHRY. CO. (Div. of Curtis Mfg. Co.), St. Louis, Mo. Air compressors, automobile lifts and washers, air hoists, overhead cranes and trolleys. E. H. Steedman, chmn. of bd.; W. C. Hecker, pres.; F. Ackerman, vice-pres. and works mgr.; J. A. A. Hecker, pur. agt.; C. W. Freos, secy.-treas.; J. D. Lodwick, sales mgr.; A. B. Neininger, chief engr.; L. C. Blake, adv. mgr. **Adv. Agcy.**—Gardner Adv. Co., St. Louis, Mo.
(See display advertising index)

CURTISS AEROCAR CO., Inc., 300 Avenue Valencia, Coral Gables, Fla. Camp and display trailers. H. H. Robinson, pres.; W. J.

(*Continued on Page* 66)

LET THE MEN WHO SELL 'EM TELL YOU ABOUT

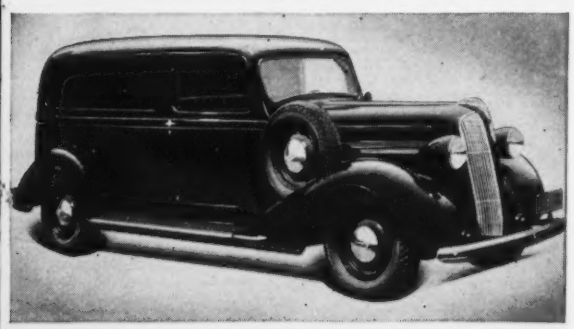
DE SOTO-PLYMOUTH

DE SOTO—offering dozens of new, fine-car features at a new, low price. Acclaimed as the smartest car in the price field just above the lowest!

DE SOTO
Fastest-growing car in its price class

PLYMOUTH
Fastest-growing car of "All Three" lowest-priced cars

PLYMOUTH COMMERCIAL CARS
Profitable covering in the expanding commercial car market



PLYMOUTH COMMERCIAL CARS—built to fill the heavy customer demand for Plymouth reliability and economy in the profitable commercial car field.

CLAIMS DON'T MEAN much to the boys on the firing line. You've got to say it with sales to make them sit up and take notice.

But when they *do* take notice . . . enough to sit down and write "home" about it . . . we think it's worth while passing on to profit-minded dealers everywhere.

Perhaps you'll find food for thought in these typical comments voluntarily sent in by De Soto dealers:

"In seven months so far, have sold more units than in entire years of 1935 and 1936."

"For the 17th consecutive month, with the De Soto and Plymouth franchise, we've out-sold all competitors in total new and used car volume."

"Our six months' volume for 1937 passed 10 months' volume of a year ago."

"A 330 per cent increase proves our city has stamped its okay on De Soto and Plymouth."

"You spoke of doubling our De Soto business in 1937. Local public reception and actual orders definitely indicate we will triple it."

PLYMOUTH—pacemaker of "All Three" lowest priced cars—bigger, safer, more beautiful and more economical than ever . . . the car that stands up best.

And that's only part of the story. De Soto dealers now have an added source of profit in Plymouth commercial cars.

If you'd like to join the list of De Soto dealers who are cashing in on this three-way profit opportunity, write or wire *today* to De Soto Division of Chrysler Corporation, Detroit, Michigan.

DE SOTO DIVISION OF CHRYSLER CORPORATION

Production and Registrations by Months

Showing Percentage of Year's Total for Each Month—1929-1936

New Passenger Car Registrations in U. S.

	1936 Registrations	% of Total	1935 Registrations	% of Total	1934 Registrations	% of Total	1933 Registrations	% of Total	1932 Registrations	% of Total	1931 Registrations	% of Total	1930 Registrations	% of Total	1929 Registrations	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	215,775	6.34	136,635	4.98	61,242	3.24	79,845	5.34	87,493	7.98	126,776	6.64	180,094	6.85	219,760	5.66	138,452	5.82
February	176,651	5.19	170,615	6.21	94,887	5.02	69,471	4.65	82,813	7.55	134,133	7.02	211,645	8.05	235,590	6.07	146,975	6.18
March	301,239	8.85	261,477	9.53	173,287	9.17	78,749	5.27	92,192	8.4	200,841	10.52	298,824	11.37	377,802	9.73	223,051	9.37
April	397,186	11.67	319,652	11.65	223,050	11.81	119,972	8.03	121,093	11.04	265,732	13.92	357,064	13.59	481,675	12.41	285,678	12.0
May	392,744	11.54	293,201	10.69	219,225	11.6	160,225	10.72	131,282	11.97	247,727	12.98	345,031	13.13	454,132	11.7	280,433	11.78
June	369,422	10.85	280,360	10.22	223,864	11.85	174,219	11.66	148,752	13.56	201,911	10.57	260,861	9.93	386,398	9.97	255,723	10.74
July	357,490	10.50	285,195	10.39	229,006	12.12	185,700	12.43	104,188	9.5	194,322	10.18	254,098	9.67	432,503	11.14	255,312	10.73
August	262,912	7.72	233,851	8.52	193,198	10.22	178,935	11.97	93,457	8.52	155,744	8.16	203,737	7.75	376,886	9.71	212,352	8.92
September	208,896	6.14	157,098	5.73	146,931	7.77	157,834	10.56	81,893	7.46	124,903	6.54	175,286	6.67	304,452	7.84	169,661	7.13
October	171,397	5.03	148,389	5.41	140,937	7.46	136,075	9.1	63,195	5.76	102,659	5.38	150,219	5.72	288,697	7.44	150,196	6.31
November	223,732	6.57	220,262	8.03	107,574	5.69	94,145	6.3	44,358	4.04	75,829	3.97	93,066	3.54	183,756	4.73	130,352	5.48
December	327,053	9.61	237,194	8.64	75,356	3.99	58,624	3.92	45,683	4.16	77,564	4.06	96,054	3.65	138,555	3.57	132,010	5.54
Total	3,404,497	100%	2,743,908	100%	1,888,557	100%	1,493,794	100%	1,096,399	100%	1,908,141	100%	2,625,979	100%	3,880,206	100%	2,380,195	100%

New Truck Registrations in U. S.

	1936 Registrations	% of Total	1935 Registrations	% of Total	1934 Registrations	% of Total	1933 Registrations	% of Total	1932 Registrations	% of Total	1931 Registrations	% of Total	1930 Registrations	% of Total	1929 Registrations	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	43,760	7.16	34,759	6.81	22,903	5.67	11,709	4.76	14,776	8.19	24,415	7.78	30,236	7.36	29,900	5.67	26,557	6.60
February	40,301	6.59	34,797	6.81	24,476	6.06	9,707	3.94	14,558	8.07	23,466	7.47	31,880	7.76	32,637	6.19	26,477	6.58
March	52,428	8.57	41,511	8.13	33,884	8.38	9,934	4.04	16,874	9.35	30,609	9.75	42,199	10.27	46,368	8.79	34,226	8.5
April	64,956	10.62	46,785	9.16	38,882	9.62	17,301	7.03	17,784	9.85	36,848	11.74	47,029	11.45	56,299	10.68	40,735	10.12
May	62,183	10.17	47,968	9.39	39,831	9.86	20,925	8.5	18,696	10.37	33,496	10.67	43,286	10.54	52,874	10.03	39,907	9.91
June	56,851	9.30	48,243	9.45	34,778	8.61	23,254	9.45	17,876	9.9	28,496	9.07	33,531	8.16	45,114	8.55	36,018	8.95
July	63,695	10.41	51,243	10.03	37,490	9.28	30,642	12.46	14,731	8.16	30,102	9.58	39,904	9.71	57,943	10.99	40,719	10.11
August	59,222	9.68	50,355	9.86	40,790	10.09	28,799	11.71	15,081	8.36	27,070	8.62	33,787	8.22	52,557	9.97	38,457	9.57
September	54,611	8.92	41,390	8.11	37,225	9.21	31,269	12.71	14,967	8.29	25,967	8.27	33,933	8.26	46,560	8.83	35,740	8.88
October	41,220	6.74	37,439	7.33	40,878	10.12	28,058	11.41	15,156	8.4	24,685	7.86	34,237	8.33	49,899	9.46	35,946	8.93
November	30,255	4.94	36,935	7.23	28,689	7.1	18,691	7.6	10,392	5.76	15,553	4.95	22,012	5.36	33,631	6.38	24,519	6.09
December	42,162	6.89	39,258	7.69	24,060	5.95	15,580	6.33	9,522	5.27	13,177	4.19	18,665	4.54	23,275	4.41	23,212	5.76
Total	611,644	100%	510,683	100%	403,886	100%	245,869	100%	180,413	100%	313,884	100%	410,699	100%	527,057	100%	402,513	100%

Combined Car and Truck Registrations in U. S.

	1936 Registrations	% of Total	1935 Registrations	% of Total	1934 Registrations	% of Total	1933 Registrations	% of Total	1932 Registrations	% of Total	1931 Registrations	% of Total	1930 Registrations	% of Total	1929 Registrations	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	259,535	6.46	171,394	5.27	84,145	3.67	91,554	5.26	102,269	8.009	151,191	6.8	210,330	6.92	249,660	5.66	165,009	5.93
February	216,952	5.40	205,412	6.31	119,363	5.2	79,178	4.55	97,371	7.62	157,599	7.09	243,525	8.01	268,227	6.08	173,453	6.24
March	353,667	8.81	302,988	9.31	207,171	9.03	88,683	5.09	109,066	8.54	231,450	10.41	341,023	11.22	424,070	9.62	257,265	9.25
April	462,142	11.51	366,437	11.26	261,932	11.42	137,273	7.89	138,877	10.87	302,580	13.61	404,093	13.3	537,974	12.2	325,786	11.71
May	454,927	11.33	341,169	10.48	259,056	11.3	181,150	10.41	149,978	11.74	281,223	12.65	388,317	12.78	507,066	11.5	320,360	11.52
June	426,273	10.61	328,603	10.10	258,642	11.28	197,473	11.35	166,628	13.04	230,407	10.37	294,392	9.69	431,512	9.79	291,741	10.49
July	421,185	10.49	336,438	10.34	266,496	11.62	216,342	12.43	118,919	9.31	224,424	10.09	294,002	9.68	490,446	11.12	296,032	10.64
August	322,134	8.02	284,206	8.71	233,988	10.2	207,734	11.94	108,538	8.5	182,814	8.22	237,524	7.82	429,443	9.74	250,798	9.02
September	263,507	6.56	198,488	6.10	184,156	8.03	189,103	10.86	96,860	7.58	150,870	6.79	209,219	6.88	351,012	7.96	205,402	7.38
October	212,617	5.29	185,828	5.71	181,815	7.93	164,133	9.43	78,351	6.13	127,344	5.73	184,456	6.07	338,596	7.68	184,142	6.62
November	253,987	6.32	257,197	7.91	136,263	5.94	112,836	6.48	54,750	4.28	91,382	4.11	115,078	3.78	217,387	4.93	154,860	5.57
December	369,215	9.19	276,452	8.50	99,416	4.33	74,204	4.26	55,205	4.32	90,741	4.08	114,719	3.77	161,830	3.67	155,222	5.58
Total	4,016,411	100%	3,254,612	100%	2,292,443	100%	1,739,663	100%	1,276,812	100%	2,222,025	100%	3,036,678	100%	4,407,263	100%	2,780,738	100%

Passenger Car Production, U. S. and Canada

	1936 Production	% of Total	1935 Production	% of Total	1934 Production	% of Total	1933 Production	% of Total	1932 Production	% of Total	1931 Production	% of Total	1930 Production	% of Total	1929 Production	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	309,535	8.13	237,502	6.92	117,700	5.18	112,754	6.92	101,915	8.58	142,869	7.00	242,672	8.36	364,773	7.62	203,715	7.39
February	235,669	6.19	289,508	8.45	193,875	8.53	93,153	5.72	98,604	8.30	187,948	9.24	293,036	10.06	431,755	9.03	227,943	8.26
March	358,011	9.40	379,995	11.09	291,546	12.86	103,396	6.35	106,003	8.93	241,727	11.85	348,087	11.96	546,489	11.39	296,907	10.77
April	437,380	11.49	422,316	12.33	303,806	13.38	156,712	9.62	126,597	10.66	300,960	14.76	393,804	13.53	571,956	11.92	339,191	12.3
May	401,896	10.56	324,552	9.48	290,268	12.78	188,675	11.59	165,025	13.90	282,096	13.84	382,619	13.14	541,310	11.28	322,055	11.68
June	389,020	10.22	308,885	9.02	272,090	11.98	213,602	13.12	166,646	14.03	215,979	10.59	298,130	10.24	469,260	9.78	291,702	10.58
July	380,594	10.00	285,555	8.34	231,501	10.19	196,587	12.07	101,478	8.54	187,324	9.19	230,761	7.92	439,598	9.16	256,675	9.31
August	212,805	5.59	187,913	5.49	190,825	8.43	196,333	12.06	79,073	6.66	158,851	7.79	190,864	6.55	452,857	9.44	208,690	7.57
September	93,078	2.44	61,104	1.78	129,251	5.69	161,734	9.93	66,489	5.60	111,336	5.49	182,049	6.25	375,046	7.84	147,511	5.35
October	195,280	5.13	221,737	6.47	86,128	3.79	107,593	6.61	37,468	3.28	59,176	2.90	117,014	4.06	328,305	6.84	144,085	5.22
November	351,542	9.23	350,467	10.23	50,072	2.20	43,868	2.66	49,201	4.14	49,996	2.45	104,668	3.59	176,629	3.68	147,055	5.33
December	442,561	11.62	355,983	10.39	113,395	4.99	52,960	3.25	87,710	7.38	99,921	4.90	126,483	4.34	96,920	2.02	171,992	6.24
Total	3,807,371	100%	3,425,517	100%	2,270,457	100%	1,627,367	100%	1,186,209	100%	2,038,183	100%	2,910,187	100%	4,794,898	100%	2,757,521	100%

Motor Truck Production, U. S. and Canada

	1936 Production	% of Total	1935 Production	% of Total	1934 Production	% of Total	1933 Production	% of Total	1932 Production	% of Total	1931 Production	% of Total	1930 Production	% of Total	1929 Production	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	67,771	8.37	65,890	8.71	44,870	7.48	19,429	5.46	21,160	8.62	35,475	8.17	40,938	6.82	57,765	6.98	44,162	7.63
February	65,205	8.05	64,273	8.49	44,952	7.49	15,592	4.34	24,291	9.90	41,863	9.64	52,925	8.82	65,950	7.97	46,882	8.1
March	80,981	10.00	71,773	9.48	61,068	10.18	18,508	5.16	21,274	8.67	47,671	10.97	69,031	11.54	79,587	9.62	56,236	9.71
April	90,346	11.16	79,498	10.50	67,538	11.26	27,975	7.80	28,539	11.63	53,138	12.23	74,477	12.41	91,855	11.10	64,170	11.08
May	78,675	9.72	60,812	8.03	60,348	10.06	35,132	9.79	27,491	11.23	47,805	11.06	62,080	10.34	94,940	11.48	58,410	10.09
June	80,335	9.92	68,108	9.00	48,292	8.05	43,448	12.12	23,572	9.62	41,496	9.55	51,466	8.57	98,164	11.87	56,860	9.82
July	70,880	8.76	64,499	8.52	44,546	7.42	39,310	10.96	15,137	6.17	35,386	8.15	44,960	7.49	78,703	9.51	49,178	8.5
August	63,146	7.80	59,773	7.90	53,890	8.95	42,601	11.88	15,319	6.24	32,890	7.57	43,296	7.21	59,985	7.25	46,363	8.01
September	46,707	5.77	34,023	4.49	46,335	7.75	35,874	10.00	20,003	8.15	31,876	7.34	46,557	7.75	54,683	6.66	39,508	6.82
October	34,709	4.29	61,600	8.14	49,643	8.28	30,772	8.58	14,157	5.77	22,406	5.16	41,928	6.98	66,235	8.05	40,181	6.94
November	54,160	6.69	61,068	8.07	35,107	5.85	19,106	5.32	12,560	5.12	20,118	4.63	37,493	6.24	50,368	6.06	36,282	6.27
December	76,571	9.46	65,596	8.67	42,961	7.19	30,795	8.58	21,782	8.88	24,052	5.53	34,840	5.83	28,582	3.45	40,647	7.02
Total	809,486	100%	756,913	100%	599,550	100%	358,542	100%	245,285	100%	434,176	100%	599,991	100%	826,817	100%	578,879	100%

Passenger Car and Truck Production, U. S. and Canada

	1936 Production	% of Total	1935 Production	% of Total	1934 Production	% of Total	1933 Production	% of Total	1932 Production	% of Total	1931 Production	% of Total	1930 Production	% of Total	1929 Production	% of Total	*8-Year Average	Av. % *Over 8 Yrs.
January	377,306	8.17	303,392	7.25	162,570	5.64	132,183	6.65	123,075	8.59	178,344	7.22	283,610	8.09	422,538	7.51	247,878	7.43
February	300,874	6.52	353,781	8.47	238,827	8.29	108,745	5.47	122,895	8.58	229,811	9.29	345,961	9.85	497,705	8.85	274,825	8.24
March	438,992	9.51	451,768	10.80	352,614	12.24	121,904	6.13	127,277	8.89	289,398	11.70	417,118	11.88	626,076	11.13	353,143	10.59
April	527,726	11.43	501,814	12.00	371,344	12.89	184,687	9.29	155,136	10.83	354,098	14.32	468,281	13.34	663,811	11.80	403,362	12.09
May	480,571	10.41	385,364	9.21	350,616	12.17	223,807	11.26	192,516	13.44	329,901	13.34	444,699	12.66	636,250	11.32	380,442	11.40
June	469,355	10.17	376,993	9.01	320,382	11.12	257,050	12.98	190,218	13.28	257,475	10.44	349,596	9.95	567,424	10.09	348,562	10.45
July	451,474	9.78	350,054	8.37	276,047	9.58	235,897	11.87	116,615	8.14	222,710	9.007	275,721	7.86	518,301	9.26	305,853	9.17
August	275,951	5.98	247,686	5.92	244,715	8.49	238,934	12.03	94,392	6.59	191,741	7.75	234,160	6.67	512,842	9.12	255,054	7.64
September	139,785	3.03	95,127	2.27	175,586	6.09	197,608	9.95	86,492	6.04	143,212	5.79	228,606	6.54	429,729	7.64	187,018	5.61
October	229,989	4.98	283,337	6.78	135,771	4.72	138,365	6.96	51,625	3.65	81,582	3.29	158,942	4.53	394,540	7.02	184,269	5.52
November	405,702	8.79	411,535	9.84	85,179	2.95	62,974	3.17	61,761	4.33	70,114	2.83	142,161	4.04	226,997	4.03	183,303	5.49
December	519,132	11.24	421,579	10.08	156,356	5.42	83,755	4.24	109,472	7.64	123,973	5.06	161,323	4.59	125,502	2.23	212,637	6.37
Total	4,616,857	100%	4,182,430	100%	2,870,007	100%	1,985,909	100%	1,431,494	100%	2,472,359	100%	3,510,178	100%	5,621,715	100%	3,336,345	100%

*Eight-year average used to show contrast between January announcement period and fall announcements, which went into effect in 1935. The shift in sales trends is noticeable in November and December figures.

YESTERDAY TODAY *and* TOMORROW

Conquering New Frontiers

PIONEER GRAHAM DEVELOPMENTS

Graham has exclusively pioneered dozens of priceless engineering "firsts" . . . Graham has quickly placed each improvement in standard production where, within a few years, it is copied and made standard on other cars . . . This year, and in years to come, Graham will continue to bring to fine motor cars, new, exclusive features of superiority.

FIRST—In 1909 with Battery Ignition . . . . . Remember!
FIRST—In 1917 with Rumble Seat in Coupe . . . Remember!
FIRST—In 1917 with "V" type sloping no-glare Windshield Remember!
FIRST—In 1922 with Gasoline Gauge Mounted on Dash Remember!
FIRST—In 1924 with Low Pressure Tires . . . . Remember!
FIRST—In 1925 with Full Length Water Jackets and Individually Cooled Cylinders . Remember!
FIRST—In 1927 with Silent Second Gear Transmission . Remember!
FIRST—In 1928 with Internal Expanding Hydraulic Brakes Remember!
FIRST—In 1929 with Safety Glass Windshields and All Windows . . . . . Remember!
FIRST—In 1930 with Rubber Cushioned Spring Shackles . . . . . Remember!
FIRST—In 1932 with Aluminum High Compression Cylinder Head . . . . Remember!
FIRST—In 1932 with Windstream Styling (skirted fenders) Remember!
FIRST—In 1932 with Outboard Springs . . . . . Remember!
FIRST—In 1934 with Supercharger . . . . . Remember!
FIRST—In 1935 with All Metal Cylinder Head Gaskets . Remember!
FIRST—In 1935 with Airplane Type Tubular Shock Absorbers . . . . . Remember!
FIRST—In 1937 with Instantaneous Cylinder Wall Lubrication . . . Again Graham Leads!
FIRST—In 1937 with Full Shouldered 60% Stronger Connecting Rods . Again Graham Leads!
FIRST—In 1937 with Airplane Type XCR Valves . Again Graham Leads!

THE frontier never dies! The pioneer marches on! . . . In searching out new territory, new ideas, new and better vehicles for living, there is always a leader. . . . Graham engineers are accustomed to building the best in motor cars. Year after year, they have led the industry with important new departures aimed to insure the comfort, the safety, the high performance of their cars, for the benefit of the Graham motoring public. Their record is reflected in the long series of Graham engineering triumphs. Graham has always been first in the development of finer automobiles. With the Supercharger, Graham takes one step farther toward the perfect automobile—one step farther ahead of the entire automobile industry. . . . The Supercharger sets a value standard unequaled by any automobile now on the market . . . Using up to one-third *less gasoline* for every explosion in a cylinder, the Supercharger engine produces *more power* than any comparable engine ever built . . . It drives a Graham ". . . farther and faster on a gallon of gasoline than any car in America." . . . you are cordially invited to hear the Graham story . . . Write or wire F. R. Valpey, General Sales Manager, Graham-Paige Motor Corporation, Detroit, Michigan, for details.

Graham *Supercharger*

New Passenger Car Registrations—1930-1936, Showing Percentage Of Each State to Total Registration

States	1936 Registrations	% of Total	1935 Registrations	% of Total	1934 Registrations	% of Total	1933 Registrations	% of Total	1932 Registrations	% of Total	1931 Registrations	% of Total	1930 Registrations	% of Total	Seven Year Average	Average % Over 7 Yrs.
Alabama	35,198	1.03	29,407	1.07	25,560	1.35	14,514	.97	8,375	.76	15,428	.88	25,535	.97	22,002	1.02
Arizona	12,758	.37	9,694	.35	6,472	.34	3,625	.24	2,529	.23	5,400	.28	8,985	.34	7,066	.33
Arkansas	19,612	.58	17,828	.65	15,757	.85	11,626	.78	7,094	.63	9,699	.35	19,303	.73	14,417	.67
California	256,255	7.53	196,967	7.18	116,121	6.14	98,068	.66	70,721	.64	134,478	7.04	184,312	7.01	150,989	6.97
Colorado	35,721	1.05	26,055	.95	18,701	.99	11,739	.79	10,252	.03	18,277	.95	26,762	1.01	21,072	.97
Connecticut	51,342	1.51	40,005	1.46	27,247	1.44	24,213	1.62	17,578	1.61	31,984	1.67	41,387	1.57	33,393	1.54
Delaware	8,477	.25	7,119	.26	4,868	.26	4,119	.28	3,182	.29	5,160	.27	7,290	.27	5,745	.27
Florida	38,988	1.15	32,476	1.18	26,717	1.44	17,924	1.2	13,936	1.27	25,146	1.33	31,701	1.20	26,698	1.23
Georgia	43,581	1.28	38,270	1.39	33,235	1.76	24,119	1.64	14,153	1.29	24,915	1.30	27,634	1.05	29,415	1.36
Idaho	14,438	.42	11,084	.40	7,216	.38	3,463	.23	2,109	.19	5,540	.29	10,265	.39	7,731	.36
Illinois	236,138	6.94	182,202	6.64	109,287	5.79	85,460	5.7	62,164	5.66	117,829	6.17	163,387	6.60	136,638	6.31
Indiana	116,280	3.42	91,029	3.33	53,147	2.84	40,176	2.69	29,202	2.66	53,009	2.72	69,878	2.66	64,674	2.99
Iowa	71,883	2.11	68,955	2.51	38,619	2.04	27,286	1.83	19,525	1.78	45,254	2.37	76,985	2.93	49,787	2.30
Kansas	54,041	1.59	49,665	1.81	32,935	1.74	24,238	1.62	14,789	1.34	28,282	1.48	44,779	1.75	35,533	1.64
Kentucky	40,109	1.18	35,762	1.30	25,889	1.37	20,316	1.36	14,092	1.28	26,373	1.38	34,658	1.31	28,171	1.30
Louisiana	37,471	1.10	29,279	1.07	23,272	1.23	16,300	1.09	10,627	.96	17,593	.92	26,214	9.90	22,965	1.06
Maine	17,890	.53	13.111	.48	11,573	.62	9,074	.64	7,908	.72	15,262	.79	18,003	.68	13,260	.61
Maryland	44,228	1.30	36,578	1.33	24,930	1.32	20,193	1.35	18,097	1.65	29,637	1.55	36,843	1.40	30,072	1.39
Massachusetts	117,261	3.44	90,123	3.29	70,536	3.73	63,248	4.23	50,804	4.63	87,158	4.51	104,329	3.97	83,351	3.85
Michigan	226,968	6.67	182,604	6.65	109,773	5.81	85,682	5.74	60,186	.54	96,005	5.03	138,559	5.27	128,539	5.93
Minnesota	81,773	2.40	65,458	2.39	37,573	1.99	30,829	2.06	24,626	2.24	46,683	2.44	66,790	2.54	50,533	2.33
Mississippi	25,006	.73	19,226	.70	15,904	.84	10,628	.71	5,892	.53	9,547	.50	20,583	.78	15,255	.70
Missouri	87,740	2.58	74,915	2.73	55,585	2.94	45,773	3.06	39,018	3.55	60,766	3.18	86,335	3.28	64,304	2.97
Montana	20,745	.61	17,405	.64	9,789	.52	6,056	.41	4,099	.34	8.041	.42	11,629	.44	11,109	.51
Nebraska	37,695	1.11	34,227	1.25	21,778	1.15	16,393	1.4	11,260	1.29	25,185	1.31	41,345	1.57	26,840	1.24
Nevada	5,255	.15	3,547	.13	2,457	.13	1,328	.09	1,326	.12	2,393	.12	3,463	.13	2,824	.13
New Hampshire	12,258	.36	9,988	.36	7,911	.42	6,597	.44	5,467	.49	9.933	.52	10,804	.41	8,994	.42
New Jersey	111,737	3.28	86,049	3.14	61,061	3.23	56,438	3.78	48,339	4.48	83,097	4.35	98,093	3.73	77,830	3.59
New Mexico	10,881	.32	8,311	.30	6,298	.33	3.716	.25	2,334	.21	3,916	.20	7,123	.27	6,084	.38
New York	303,323	8.91	242,505	8.84	179,335	9.5	175,763	11.77	148,322	13.55	232,860	12.14	266,122	10.10	221,196	10.21
North Carolina	49,364	1.45	55,990	2.04	45,951	2.43	29,191	1.95	15,280	1.39	28,088	1.47	33,768	1.28	36,804	1.70
North Dakota	11,095	.32	12,612	.46	7,693	.41	5,263	.35	3,959	.36	7,411	.38	12,861	.48	8,699	.40
Ohio	244,865	7.19	180,388	6.57	128,445	6.8	101,213	6 78	64,961	5.92	111,880	5.86	158,329	6.02	141,440	6.53
Oklahoma	56,605	1.66	53,116	1.94	39,377	2.09	28,914	1.94	17,027	1.55	23,750	1.24	53,198	2.02	38,855	1.79
Oregon	40,460	1.19	25,749	.94	14,309	.76	10,123	.68	6,491	.59	14,218	.74	22,111	.84	19,066	.88
Pennsylvania	273,281	8.03	201,936	7.36	147,165	7.79	121,425	8.13	95,340	8.69	150,866	7.96	199,252	7.56	169,895	7.84
Rhode Island	19,309	.57	14,810	.54	11,835	.63	10,749	.72	7,958	.72	13,833	.72	15,722	.59	13,459	.62
South Carolina	24,020	.71	23,419	.85	19,896	1.05	14,591	.98	6,811	.62	14,321	.75	18,622	.79	17,383	.80
South Dakota	13,556	.40	13,531	.49	7,197	.38	4.849	.32	4,001	.36	9,349	.48	18,382	.70	10,124	.47
Tennessee	41,959	1.23	38,447	1.40	28,077	1.49	19,880	1.33	11,696	1.06	23,138	1.21	37,711	1.43	28,701	1.33
Texas	157,995	4.64	138,726	5.06	106,622	5.64	80,447	5.39	44,594	4.06	71,139	3.72	119,915	4.56	102,777	4.75
Utah	14,398	.42	10,825	.39	6,887	.36	4,704	.31	2,729	.24	5,731	.30	10,201	.38	7,925	.37
Vermont	8,413	.25	7,187	.26	4,892	.26	3,774	.25	4,062	.37	6,559	.34	8,772	.33	6,237	.29
Virginia	50,346	1.48	45,813	1.67	31,372	1.66	22,180	1.48	20,813	1.90	37,491	1.96	44,652	1.70	36,095	1.67
Washington	54,458	1.60	36,685	1.34	23,120	1.22	16.633	1.11	11,471	1.04	22,046	1.10	37,915	1.44	28,904	1.33
West Virginia	37,272	1.09	26,083	.95	22,029	1.17	15,326	1.02	10,166	.92	18,931	.99	28,447	1.08	22,608	1.04
Wisconsin	89,569	2.63	72,568	2.64	41,008	2.17	28 308	1.89	25,410	2.30	47,322	2.47	72,143	2.70	53,761	2.48
Wyoming	9,693	.28	7,170	.26	4,513	.29	2,945	.23	2,367	.21	4,120	.21	4,834	.18	5,091	.23
District of Columbia	32,787	.96	29,009	1.06	18,523	.98	14,375	.96	13,257	1.21	23,098	1.24	20,047	.76	21,585	1.00
Total	**3,404,497**	**100%**	**2,743,908**	**100%**	**1,888,557**	**100%**	**1,493,794**	**100%**	**1,096,399**	**100%**	**1,908,141**	**100%**	**2,625,979**	**100%**	**2,165,896**	**100%**

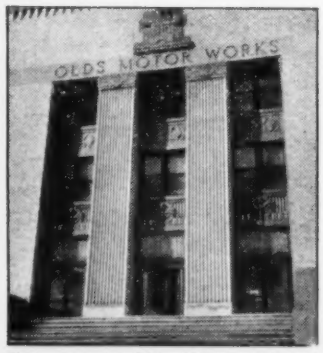
New Commercial Car Registrations—1930-1936, Showing Percentage Of Each State to Total Registration

States	1936 Registrations	% of Total	1935 Registrations	% of Total	1934 Registrations	% of Total	1933 Registrations	% of Total	1932 Registrations	% of Total	1931 Registrations	% of Total	1930 Registrations	% of Total	Seven Year Average	Average % Over 7 Yrs.
Alabama	13,187	2.16	9,925	1.94	8,051	1.99	4,054	1.64	1,982	1.09	3,536	1.12	6,186	1.50	6,703	1.75
Arizona	3,510	.57	3,126	.61	2,167	.53	1,086	.44	566	.31	1,295	.41	1,899	.46	1,950	.51
Arkansas	9,485	1.55	7,383	1.45	4,960	1.25	3,638	1.07	1,467	.81	2,613	.83	3,478	.84	4,718	1.23
California	33,656	5.50	28,943	5.67	20,496	5.07	13,788	5.60	10,732	5.94	19,992	6.37	26,930	6.56	22,077	5.77
Colorado	9,060	1.48	6,086	1.19	5,196	1.28	2,488	1.01	2,001	1.10	3,887	1.23	5,840	1.42	4,937	1.29
Connecticut	8,240	1.35	7,318	1.43	6,124	1.52	4,246	1.71	3,056	1.69	5,540	1.76	5,928	1.44	5,279	1.51
Delaware	1,723	.28	1,425	.28	1,115	.27	828	.33	597	.33	967	.30	1,205	.29	1,123	.29
Florida	9,412	1.54	8,274	1.62	8,046	1.99	4,186	1.72	2,894	1.60	5,255	1.67	6,121	1.49	6,312	1.65
Georgia	12,941	2.12	10.887	2.13	7,921	1.93	5,260	2.13	2,544	1.41	4,779	1.52	4,998	1.34	7,047	1.84
Idaho	4,939	.81	4,004	.78	2,817	.69	1,545	.62	673	.36	1,620	.51	2,389	.58	2,570	.67
Illinois	31,123	5.09	23 046	4.51	17,584	4.36	11,764	4.78	7,863	4.35	14,786	4.71	20,037	4.88	18,029	4.71
Indiana	20,027	3.27	18,009	3.53	11,123	.27	6,121	2.48	4,849	2.68	9,025	2.87	10,534	2.56	11,384	2.98
Iowa	12,999	2.13	12,754	2.50	9,860	2.44	5,449	2.21	4,154	2.30	7,899	2.51	10,038	2.45	9,022	2.36
Kansas	11,406	1.86	9,605	1.88	7,170	1.77	4,292	1.74	3,119	1.72	5,550	1.77	9,298	2.26	7,206	1.88
Kentucky	10,870	1.78	9,089	1.78	6,815	1.68	4,195	1.70	2,819	1.56	4.326	1.37	5,366	1.30	6,211	1.62
Louisiana	9,753	1.60	7,201	1.41	5,359	1.32	2,882	1.17	1,844	1.02	4,311	1.37	4,705	1.14	5,151	1.35
Maine	5,337	.87	4,104	.80	4,262	1.05	2,614	1.06	2,240	1.24	4,600	1.46	4,521	1.16	3,954	1.03
Maryland	7,382	1.21	6,657	1.30	5,457	1.35	3,818	1.55	2,953	1.63	4,864	1.55	6,038	1.47	5,310	1.39
Massachusetts	15,350	2.51	14,514	2.84	12,887	3.19	9,511	3.86	7,290	4.04	12,609	4.01	13,711	3.34	12,270	3.21
Michigan	24,840	4.06	21,104	4.13	16,281	4.03	9,085	3.69	6,402	3.60	10,722	3.41	15,818	3.85	14,893	3.90
Minnesota	14,144	2.31	12,740	2.49	9,255	2.30	5,722	2.32	4,858	2.69	7,580	2.41	10,292	1.50	9,226	2.41
Mississippi	10,367	1.70	6 573	1.29	5,414	1.24	2,752	1.12	1,476	.81	2,137	.68	5,518	1.34	4,891	1.28
Missouri	20,142	3.29	16,200	3.17	12,920	3.19	8,535	3.47	7,645	4.23	10,979	3.49	14,844	3.63	13,038	3.41
Montana	5,930	.97	5,939	1.16	4,215	1.04	2,055	.83	1,150	.63	1,874	.50	2,596	.63	3,394	.88
Nebraska	6,996	1.14	6,297	1.23	5,411	1.34	2,713	1.11	2,108	1.11	4,540	1.44	6,957	1.69	5,003	1.31
Nevada	1,210	.20	1,006	.20	638	.15	233	.09	320	.17	648	.20	635	.14	670	.18
New Hampshire	3,196	.52	2,490	.49	2,731	.67	1,783	.72	1,152	.13	2,038	.64	2,290	.55	2,240	.59
New Jersey	16,935	2.77	13,165	2.58	11,444	2.83	7,401	3.01	7,505	4.15	13,051	4.16	14,764	3.59	12,040	3.15
New Mexico	4,545	.74	4,058	.79	3,150	.77	1,395	.57	817	.45	1,560	4.09	2,006	.48	2,504	.66
New York	39,159	6.40	35,805	7.01	30,383	7.52	20,200	8.21	19,943	11.05	32,876	10.04	38,951	.94	31,045	8.12
North Carolina	14,286	2.34	13,835	2.71	11,185	2.79	6,597	2.68	3,620	2.01	6,821	2.17	6,483	1.09	8,975	2.35
North Dakota	2,680	.44	3,144	.62	2,389	.59	1,107	.45	786	.43	1,436	.45	2,419	.59	1,994	.52
Ohio	30,028	4.91	22,772	4.46	20,487	1.07	11,150	4.53	8,753	4.85	14,207	4.52	20,111	4.89	18,215	4.76
Oklahoma	14,737	2.41	11,768	2.30	8,944	2.24	4,941	2.01	2,594	1.43	4,060	1.29	8,112	1.97	7,866	2.06
Oregon	8,050	1.32	5,964	1.17	3,780	.93	2,488	1.01	1,451	.80	3,099	.98	4,193	1.02	4,146	1.09
Pennsylvania	41,919	6.85	32,097	6.32	29,891	.74	19,991	8.13	15,618	8.65	23,396	7.45	30,120	7.33	27,580	7.21
Rhode Island	2,594	.42	2,088	.41	2,035	.51	1,598	.65	1,152	.63	2,027	.64	2,116	.50	1,944	.51
South Carolina	6,091	1.00	5,481	1.07	4,228	1.04	2,604	1.05	1,213	.67	2,959	.95	3,709	.90	3,755	.98
South Dakota	2,962	.48	3,020	.59	2,252	.55	996	.41	704	.39	1,673	.53	3,093	.75	2,100	.55
Tennessee	11,062	1.81	9,518	1.86	6,366	1.57	3,623	1.06	2,031	1.12	3,285	1.04	5,087	1.23	5,854	1.53
Texas	38,903	6.36	32,437	6.35	24,854	6.15	13,889	5.64	8,819	4.88	15,742	5.01	22,237	5.40	22,412	5.86
Utah	3,571	.58	3,498	.68	2,530	.62	1,568	.62	758	.42	1,591	.50	2,218	.54	2,249	.59
Vermont	2,308	.38	2,394	.47	2,048	.52	1,311	.53	972	.53	1,339	.42	1,670	.40	1,720	.45
Virginia	12,904	2.11	11,402	2.23	8,508	2.11	5,667	2.30	4,105	2.27	6,823	2.11	8,917	2.17	8,332	2.18
Washington	10,666	1.50	9,076	1.78	6,199	1.53	4,002	1.58	2,471	1.36	4,640	1.47	6,680	1.62	6,248	1.63
West Virginia	9,181	1.50	6,646	1.30	5,847	1.44	2,988	1.21	1,844	1.02	3,552	1.13	4,551	1.10	4,944	1.29
Wisconsin	16,237	2.65	13,118	2.57	9,313	2.31	5,411	2.20	4,522	2.50	8,399	2.67	12,058	2.93	9,865	2.58
Wyoming	2,661	.44	2,206	.43	1,799	.44	937	.37	613	.33	1,174	.37	1,182	.28	1,510	.40
District of Columbia	2,940	.48	2,492	.49	1,979	.49	1,362	.55	1,368	.75	2,202	.71	1,850	.45	2,028	.53
Total	**611,614**	**100%**	**510,683**	**100%**	**403,886**	**100%**	**245,869**	**100%**	**180,413**	**100%**	**313,884**	**100%**	**410,669**	**100%**	**382,435**	**100%**

Original home of Michigan's pioneer motor car manufacturer, and today America's oldest quantity builder of quality cars — Oldsmobile.

OLDSMOBILE
Sets the Pace!

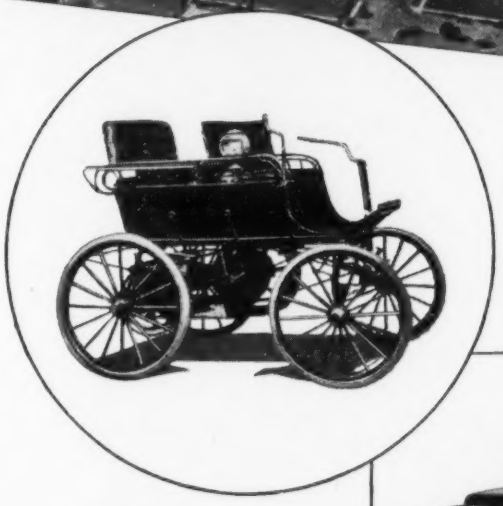
Pioneer Manufacturer Marks 40th Year with New Achievements, New Progress!



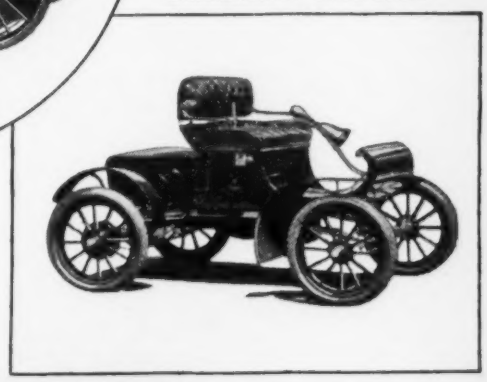
Entrance to Olds Motor Works' Administration Building — the Open Door to Successful Oldsmobile Dealerships.

OLDSMOBILE this year is celebrating its fortieth anniversary. This event signalizes much more than the mere passage of time. It takes on added meaning because Oldsmobile—America's pioneer manufacturer of motor cars—today occupies a more conspicuous place than ever from the standpoint of sales success, production capacity and profit possibilities for its Dealers. Oldsmobile's position is solidly based on quality engineering and manufacture, on unsurpassed owner loyalty, on aggressive merchandising and on the friendliest Factory-Dealer relations in the business. The Oldsmobile Franchise is sound and fair. It is backed by the active support and cooperation of the Factory. It is built-to-order for the establishment of increasingly profitable and permanent Oldsmobile Dealerships.

(above)—Modern in buildings, equipment and arrangement is the present-day factory of Oldsmobile. New expansions are continually adding to its capacity and efficiency.

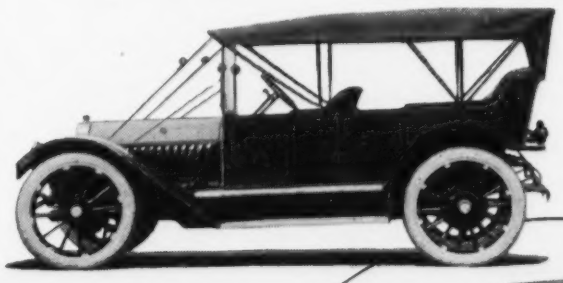


(at left)—First Oldsmobile, built in the year 1897, now permanently housed in Smithsonian Institution.



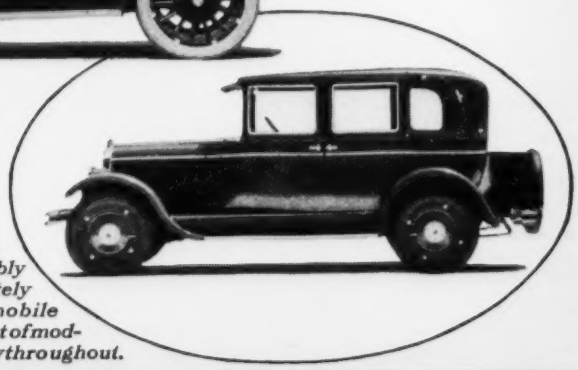
(at right)—Curved-dash Oldsmobile runabout—famed as the first quantity-quality production car.

(below)—This big, powerful and luxurious Oldsmobile "Limited" set America's pace in 1910.

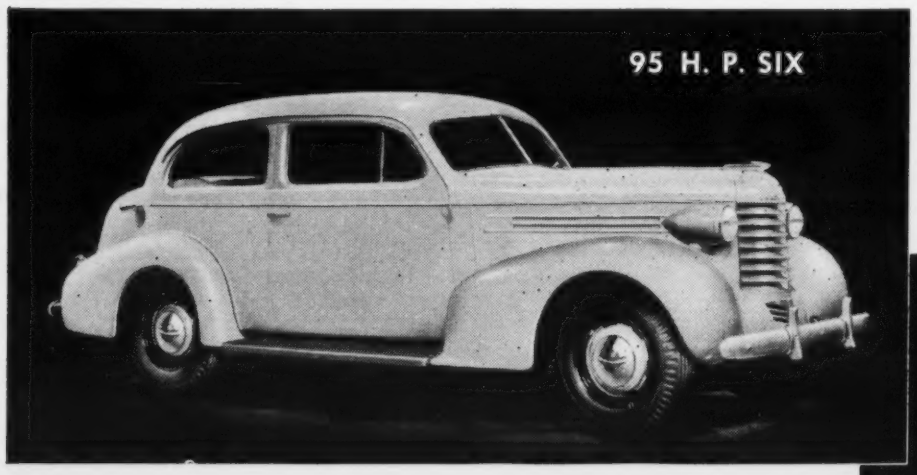


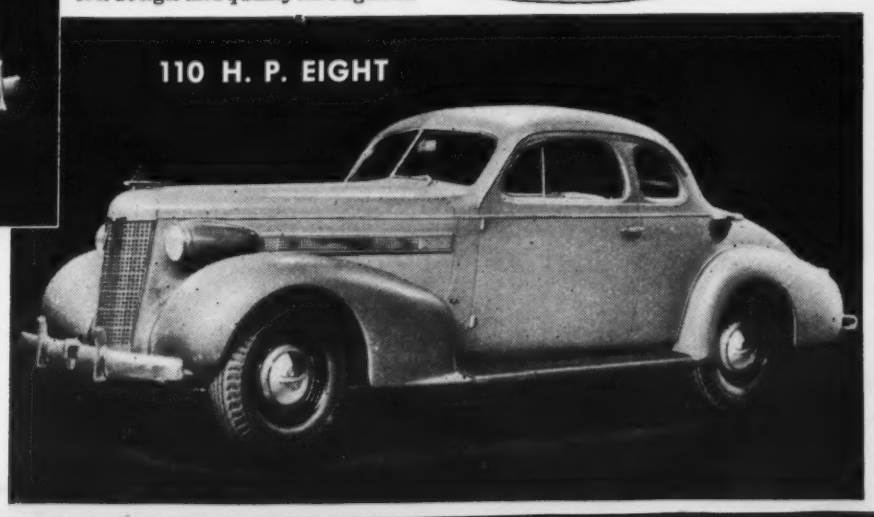
(below) — Earliest trends of today's styles forecast in the 1927 Oldsmobile.

(at left)—Big, smart, and economical, the popular 1937 Oldsmobile Six is priced within reach of 9 out of 10 buyers.



(below) — Beautiful, powerful, and incredibly smooth, the moderately priced 1937 Oldsmobile Eight reflects the finest of modern design and quality throughout.





OLDSMOBILE
"the Car that has Everything"

U. S. Motor Vehicle Registrations, 1895-1936

(Figures as of December 31)

(Compiled by Automobile Manufacturers Assn.)

Years	PASSENGER CARS Number	PASSENGER CARS % Change	MOTOR TRUCKS Number	MOTOR TRUCKS % Change	TOTAL MOTOR VEHICLES Number	TOTAL MOTOR VEHICLES % Change
1895	4	....	.....	....	4	....
1896	16	....	.....	....	16	....
1897	90	....	.....	....	90	....
1898	800	....	.....	....	800	....
1899	3,200	....	.....	....	3,200	....
1900	8,000	....	.....	....	8,000	....
1901	14,800	85	.....	....	14,800	85
1902	23,000	55	.....	....	23,000	55
1903	32,920	43	.....	....	32,920	43
1904	54,590	66	410	....	55,000	67
1905	77,400	42	600	46	78,000	42
1906	105,900	37	1,100	83	107,000	37
1907	140,300	33	1,700	55	142,000	33
1908	194,400	38	3,100	82	197,500	39
1909	305,950	57	6,050	95	312,000	58
1910	458,500	50	10,000	65	468,500	50
1911	619,500	35	20,000	100	639,500	36
1912	902,600	46	41,400	107	944,000	48
1913	1,194,262	32	63,800	54	1,258,062	33
1914	1,625,739	36	85,690	34	1,711,339	36
1915	2,309,666	42	136,000	59	2,445,666	43
1916	3,297,996	43	215,000	58	3,512,996	44
1917	4,657,340	42	326,000	52	4,983,340	42
1918	5,621,617	21	525,000	61	6,146,617	23
1919	6,771,074	21	794,372	51	7,565,446	23
1920	8,225,859	22	1,006,082	27	9,231,941	22
1921	9,346,195	14	1,117,100	11	10,463,295	13
1922	10,862,650	16	1,375,725	23	12,238,375	17
1923	13,479,608	24	1,612,569	17	15,092,177	23
1924	15,460,649	15	2,134,724	32	17,595,373	17
1925	17,496,420	13	2,440,854	14	19,937,274	13
1926	19,237,171	10	2,764,222	13	22,001,393	10
1927	20,219,224	5	2,914,019	5	23,133,243	5
1928	21,379,125	6	3,113,999	7	24,493,124	6
1929	23,121,589	8	3,379,854	8	26,501,443	8
1930	23,059,262	—1/3	3,486,019	3	26,545,281	16
1931	22,366,313	—3	3,466,571	—6	25,832,884	—2.5
1932	20,885,814	—6.6	3,229,315	—7	24,115,129	—6.7
1933	20,616,234	—1.2	3,227,357	—.06	23,843,591	—1.19
1934	21,532,408	4.04	3,419,254	5.9	24,951,662	4.31
1935	22,583,420	4.9	3,647,474	6.7	26,230,834	5.1
1936	24,197,685	7.1	4,023,606	9.9	28,221,291	7.6

Tax-Exempt Official Cars Not Included in the Official Registrations[1]

Year	U. S. Cars†	State and Local	Total	Year	U. S. Cars†	State and Local	Total
1927	33,179	101,689	134,868	1932	36,475	143,666	180,141
1928	33,179	103,618	136,797	1933	‡79,996	177,370	213,845
1929	33,179	118,828	152,007	1934	‡94,503	191,512	271,508
1930	33,179	140,440	173,619	1935	36,475	189,454	283,957
1931	*29,154	143,096	172,250	1936	‡99,038	200,230	299,268

*From Government reports, 1932. †U. S. Budget Bureau figures. ‡Source: Procurement Division, U. S. Treasury Dept.
[1]Some states require government-owned vehicles to pay registration fees same as privately-owned vehicles. In such states the government-owned vehicles are included among the regular registrations in above table.

New Motor Vehicle Registrations—1929-1936

NEW PASSENGER CAR REGISTRATIONS IN U. S.

	1929	1930	1931	1932	1933	1934	1935	1936
January	219,760	180,094	126,776	87,493	79,845	61,242	136,635	215,775
February	235,590	211,645	134,133	82,813	69,471	94,887	170,615	176,651
March	377,802	298,824	200,841	92,192	78,749	173,287	261,477	301,239
April	481,675	357,064	265,732	121,093	119,972	223,050	319,652	397,186
May	454,132	345,031	247,727	131,282	160,225	219,225	293,201	392,744
June	386,398	260,861	201,911	148,752	174,219	223,864	280,360	369,422
July	432,503	254,098	194,322	104,188	185,700	229,006	285,195	357,490
August	376,886	203,737	155,744	93,457	178,935	193,198	233,851	262,912
September	304,452	175,286	124,903	81,893	157,834	146,931	157,098	208,896
October	288,697	150,219	102,659	63,195	136,075	140,937	148,389	171,397
November	183,756	93,066	75,829	44,358	94,145	107,574	220,262	223,732
December	138,555	96,054	77,564	45,683	58,624	75,356	237,194	327,053
Total	3,880,206	2,625,979	1,908,141	1,096,399	1,493,794	1,888,557	2,743,929	3,404,497

NEW TRUCK REGISTRATIONS IN U. S.

	1929	1930	1931	1932	1933	1934	1935	1936
January	29,900	30,236	24,415	14,776	11,709	22,903	34,759	43,760
February	32,637	31,880	23,466	14,558	9,707	24,476	34,797	40,301
March	46,368	42,199	30,609	16,874	9,934	33,884	41,511	52,428
April	56,299	47,029	36,848	17,784	17,301	38,882	46,785	64,956
May	52,874	43,286	33,496	18,696	20,925	39,831	47,968	62,183
June	45,114	33,531	28,496	17,876	23,254	34,778	48,243	56,851
July	57,943	39,904	30,102	14,731	30,642	37,490	51,243	63,695
August	52,557	33,787	27,070	15,081	28,799	40,790	50,355	59,222
September	46,560	33,933	25,967	14,967	31,269	37,225	41,390	54,611
October	49,899	34,237	24,685	15,156	28,058	40,878	37,439	41,220
November	33,631	22,012	15,553	10,392	18,691	28,689	36,935	30,255
December	23,275	18,665	13,177	9,522	15,580	24,060	39,258	42,162
Total	527,057	410,699	313,884	180,413	245,869	403,886	510,683	611,644

COMBINED CAR AND TRUCK REGISTRATIONS IN U. S.

	1929	1930	1931	1932	1933	1934	1935	1936
January	249,660	210,330	151,191	102,269	91,554	84,145	171,394	259,535
February	268,227	243,525	157,599	97,371	79,178	119,363	205,412	216,952
March	424,070	341,023	231,450	109,066	88,683	207,171	302,988	353,667
April	537,974	404,093	302,580	138,877	137,273	261,932	366,437	462,142
May	507,006	388,317	281,223	149,978	181,150	259,056	341,169	454,927
June	431,512	294,392	230,407	166,628	197,473	258,642	328,603	426,273
July	490,446	294,002	224,424	118,919	216,342	266,496	336,438	421,185
August	429,443	237,524	182,814	108,538	207,734	233,988	284,206	322,134
September	351,012	209,219	150,870	96,860	189,103	184,156	198,488	263,507
October	338,596	184,456	127,344	78,351	164,133	181,815	185,828	212,617
November	217,387	115,078	91,382	54,750	112,836	136,263	257,197	253,987
December	161,830	114,719	90,741	55,205	74,204	99,416	276,452	369,215
Total	4,407,263	3,036,678	2,222,025	1,276,812	1,739,663	2,292,443	3,254,612	4,016,141

New Passenger Car Registrations by States, 1931-1936

	1936	1935	1934	1933	1932	1931
Alabama	35,198	29,407	25,560	14,514	8,375	15,428
Arizona	12,758	9,694	6,472	3,625	2,529	5,400
Arkansas	19,612	17,828	15,757	11,626	7,094	9,699
California	256,255	196,967	116,121	98,068	70,721	134,478
Colorado	35,721	26,055	18,701	11,739	10,252	18,277
Connecticut	51,342	40,005	27,347	24,213	17,578	31,984
Delaware	8,477	7,119	4,868	4,119	3,182	5,160
Florida	38,988	32,476	26,717	17,924	13,936	25,146
Georgia	43,581	38,270	33,235	24,119	14,153	24,915
Idaho	14,438	11,084	7,216	3,463	2,109	5,540
Illinois	236,138	182,202	109,287	85,460	62,164	117,829
Indiana	116,280	91,029	53,147	40,176	29,202	53,009
Iowa	71,883	68,955	38,619	27,286	19,525	45,254
Kansas	54,041	49,665	32,935	24,238	14,789	28,282
Kentucky	40,109	35,762	25,889	20,316	14,092	26,373
Louisiana	37,471	29,279	23,272	16,300	10,627	17,593
Maine	17,890	13,111	11,573	9,074	7,908	15,262
Maryland	44,228	36,578	24,930	20,193	18,097	29,637
Massachusetts	117,261	90,123	70,536	63,248	50,804	87,158
Michigan	226,968	182,604	109,773	85,682	60,186	96,005
Minnesota	81,773	65,458	37,573	30,829	24,626	46,683
Mississippi	25,006	19,226	15,904	10,628	5,892	9,547
Missouri	87,740	74,915	55,585	45,773	39,018	60,766
Montana	20,745	17,405	9,789	6,056	4,099	8,041
Nebraska	37,695	34,227	21,778	16,393	11,260	25,185
Nevada	5,255	3,547	2,457	1,328	1,326	2,393
N. Hampshire	12,258	9,988	7,911	6,597	5,467	9,933
New Jersey	111,737	86,049	61,061	56,438	48,339	83,097
New Mexico	10,881	8,311	6,298	3,716	2,334	3,916
New York	303,323	242,505	179,335	175,763	148,322	232,735
North Carolina	49,364	55,990	45,951	29,191	15,280	28,088
North Dakota	11,095	12,612	7,693	5,263	3,959	7,411
Ohio	244,865	180,388	128,445	101,213	64,961	111,880
Oklahoma	56,605	53,116	39,377	28,914	17,027	23,750
Oregon	40,460	25,749	14,309	10,123	6,491	14,218
Pennsylvania	273,281	201,936	147,165	121,425	95,340	150,866
Rhode Island	19,309	14,810	11,835	10,749	7,958	13,833
South Carolina	24,020	23,419	19,896	14,591	6,811	14,321
South Dakota	13,556	13,531	7,197	4,849	4,001	9,349
Tennessee	41,959	38,447	28,077	19,880	11,696	23,138
Texas	157,995	138,726	106,622	80,447	44,594	71,139
Utah	14,398	10,825	6,887	4,704	2,729	5,731
Vermont	8,413	7,187	4,892	3,774	4,062	6,559
Virginia	50,346	45,813	31,372	22,180	20,813	37,491
Washington	54,458	36,685	23,120	16,633	11,471	22,046
West Virginia	37,272	26,083	22,029	15,326	10,166	18,931
Wisconsin	89,569	72,568	41,008	28,308	25,410	47,322
Wyoming	9,693	7,170	4,513	2,945	2,367	4,120
Dist. of Columbia	32,787	29,009	18,523	14,375	13,257	23,098
Yearly Totals	3,404,497	2,743,908	1,888,557	1,493,794	1,096,399	1,908,016

New Passenger Car Registrations By Makes, 1931-1936

	1936	1935	1934	1933	1932	1931
Chrysler Group						
Chrysler	58,698	40,536	28,052	28,677	26,016	52,644
De Soto	45,088	26,952	11,447	21,260	25,311	28,429
Dodge	248,518	178,770	90,139	86,062	28,111	53,086
Plymouth	499,580	382,985	302,557	249,667	111,926	94,276
Total	851,884	629,243	432,195	385,666	191,364	228,435
Ford Group						
Ford	748,554	826,519	530,528	311,113	258,927	528,539
Lincoln	15,567	2,370	2,061	2,112	3,179	3,465
Total	764,121	828,889	532,589	313,225	262,106	532,004
General Motors Group						
Buick	160,687	87,635	63,067	43,809	49,708	90,871
Cadillac	11,766	6,692	4,899	3,903	6,269	11,135
Chevrolet	930,250	656,698	534,906	474,493	322,860	583,387
La Salle	13,992	11,775	5,182	3,709	3,848	6,883
Oldsmobile	178,488	149,375	71,676	35,295	24,128	46,980
Pontiac	171,669	140,122	72,645	85,348	47,926	86,139
Total	1,466,852	1,052,297	752,375	646,557	454,739	825,395
Hudson Group						
Terraplane	78,371	53,838	40,510	35,831	28,778	42,543
Hudson	20,825	21,587	19,307	2,946	8,641	19,188
Total	99,296	75,425	59,817	38,777	37,419	61,731
Nash Group						
LaFayette	16,304	17,445	9,301	.....	.....	.....
Nash	26,766	17,739	14,315	11,353	20,233	39,366
Total	43,070	35,184	23,616	11,353	20,233	39,366
Non-Affiliated Mfrs.						
Auburn-Cord	3,022	5,163	5,536	5,038	11,646	30,951
Austin	.....	.....	1,057	3,675	2,520	2,941
Continental	.....	.....	953	3,310	.....	.....
Franklin	.....	.....	360	1,329	1,829	3,881
Graham	16,439	15,965	12,887	10,128	12,858	19,207
Hupp	1,556	7,450	6,566	6,726	10,794	17,425
Packard	68,772	37,653	6,552	9,081	11,058	16,252
Pierce-Arrow	787	875	1,740	2,152	2,692	4,522
Reo	3,146	3,894	3,854	3,623	3,870	6,761
Studebaker	67,835	39,573	41,560	36,242	41,968	46,532
Willys	12,423	10,439	6,576	15,314	25,898	51,341
Miscellaneous	5,294	1,858	324	1,598	5,405	21,272
Total	179,274	122,870	87,965	98,216	130,538	221,085
Yearly Total	3,404,497	2,743,908	1,888,557	1,493,794	1,096,399	1,908,016

MILLIONS OF PEOPLE look upon Plymouth as the best-engineered car in the low-price field. They think this of Plymouth because the car in every way bears out the fact . . . and because the tremendous pressure of Plymouth advertising keeps drumming the fact into tens of millions of minds.

GREAT ENGINEERING • Plymouth's pre-eminence in engineering reveals itself at once when prospective buyers shop around. Each year more and more people accept Plymouth's sportsmanlike suggestion, and "Look at 'All Three' Low-Priced Cars" . . . and so each year more and more people learn the basic engineering reasons why Plymouth costs least to run . . . why Plymouth is the car that stands up best. Plymouth's brilliant record of growth—which has never been equalled by any other car—is best proof of the fact that "Plymouth Builds Great Cars."

GREAT SELLING • Back of a great product is great driving power in promotion, advertising, merchandising. Every form of media is harnessed to keep the Plymouth sales curve always on the rise. And Plymouth advertising takes two courses: (1) the immediate making of sales, and, (2) the building of prestige for the years to come. And the great thing about Plymouth advertising is that it squares exactly with what people think of Plymouth!

GREAT OPPORTUNITY • The dealer advantages of this combination—great cars backed by great selling—need hardly be emphasized. Plymouth's record of growth is unparalleled in the automobile industry—and every dealer who handles Plymouth has the double advantage of greater market coverage by also handling one of the other Chrysler Corporation lines—Dodge, De Soto or Chrysler.

PLYMOUTH DIVISION OF THE CHRYSLER CORPORATION

Roster of American Car Makes, Past and Present

Showing Starting Year, With Survivors Indicated by Stars

The roster of cars presented on this page is, we believe the most complete ever published. Our first Review and Reference Book contained an extensive listing of automobiles which had been, at some time, offered on the American market. Since that time, readers have sent us names of hundreds of other cars, all of them destined to fall by the wayside. The listing on this page includes many additions to our last list. We would appreciate any more information on old cars that our readers could send us. If you can add to the list, or supply missing dates let us know.

A

A. B. C.-(Elec.)
1922 A. B. C.
Abbott
1909 Abbott-Detroit
Acadia
1920 Ace
1904 Acme
1904 Adams Farwell
1921 Adelphia
1921 Adria
A. E. C.
1906 Aerocar
1921 Aero Type Four
1901 Ajax
1925 Ajax
1901 Akron
Aland
1907 Albany
1909 Alco
Alden Sampson
1914 Allen
1908 Allen Kingston
Alma
1911 Alpena
1920 Alsace
1916 Alter
1921 Ambassador
1920 Amco
1936 American Bantam★
1902 American Elec.
1903 American Gas
American Six
1903 American Steamer
1901 American
1917 American
American Fiat
1906 American Mors
Am. Underslung
1908 American Simplex
American 3-Wheel
Ames
1910 Amplex
1909 Anchor
1916 Anderson
1908 Angus
1910 Anhut
Anthony
1901 Apperson
Appolo
Arbenz
1905 Ardsley
1912 Argo Electric
1920 Argonne
1919 Argonne Four
Argo
Ariel
Artzberger
(Steam)
1925 Astor
Atlantic
1907 Atlas
1911 Atlas Knight
1903 Auburn★
Aultman (Steam)
1906 Aurora
1904 Austin
1930 Austin
Auto Bug
1909 Autocar
Autocycle
1901 Auto Dynamic
Auto Motor
1901 Automotor
1921 Automatic
1903 Auto Vehicle
Avery

B

Babcock
1905 Blomstrom
1906 Babcock Electric
1903 Blood
1901 Bachelles (Elec.)
Boggs
Bacon
1900 Bolte
Badger
Borland
Bailey
Borland (Elec.)
1907 Bailey Electric
1903 Borland-Grannis
1901 Baldner
Boss (Steam)
1900 Baldwin
1908 Boston High
1899 Baker (Elec.)
Wheel
Banker (Elec.)
1915 Bour-Davis
1923 Barbarino
1921 Bowman
1922 Barley
1920 Bradley
1922 Barlow
1903 Bramwell
1912 Barnes
1903 Brazier
Barnhart
1902 Brecht
1903 Bartholomew
1902 Brecht (Elec.)
1904 Bates
Brenner
1925 Bauer
1904 Brew & Hatcher
1925 Bawer
1916 Brewster-Knight
1907 Bay State
Brewster
1922 Bay State
1905 Breeze & Lawrence
Beardsley (Elec.)
Bridgeport
Beaver
Briggs Detroiter
1918 Beggs
1922 Briggs & Stratton
1907 Belden
Flyer
1915 Bell
1914 Briscoe
Belmont
1914 Brighton
Bemmel & Burnham (Steam)
1903 Bristol
1908 Bendix
Broc Electric
1917 Benham
Brock
1917 Ben Hur
Brodesser
1908 Benner
1920 Brook
1902 Berg
Brown
1909 Bergdoll
1908 Brownlekar
1905 Berkshire
Brunn
Berliett
Brush
Berwick (Elec.)
1907 Bruss
Bethlehem
1903 Buckmobile
1904 Beverly
1901 Buckeye
1915 Biddle
1901 Buffalo Electric
Bimel
1901 Buffalo
1902 Binney-Burnham
Buffington
1918 Birch
1902 Buffum
1921 Birmingham
Buggycar
1908 Black
1904 Buick★
1907 Black Crow
Burdick
1904 Black Diamond
1912 Burg
1903 Blackhawk
Bush
1929 Blackhawk
1908 Byrider
1906 Bliss
Buzmobile

C

1902 Cadillac★
1902 Clarkmobile
California
Classic
1927 Calvert
1922 Clermont Steamer
1903 Cameron
1902 Cleveland
1914 Cameron
1919 Cleveland
1917 Campbell
1919 Climber
1901 Canda
1903 Clouchley
Cannon
Coats
1902 Capitol (Steam)
1908 Coates-Goshen
1923 Cardway
1922 Coats Steam
1911 Carhartt
1911 Coey
1912 Carnation
1911 Colby
1920 Carroll Six
1907 Colburn
Carter
1909 Cole
1907 Cartercar
1901 Collins Electric
1924 Cartermobile
1920 Collins
Carthage
1921 Colonial
1910 Case
1908 Colt
1907 Cato
1898 Columbia Electric
1927 Cavalier
1900 Columbia Gas
Cavac
1916 Columbia
1902 Centour (Elec.)
1916 Columbia Knight
1901 Century Gas
1903 Columbus
1901 Century Electric
Commerce
1901 Century Steam
1917 Comet
1908 C. F.
1922 Commander
1905 Chadwick
1921 Commodore
1911 Chadwick
1917 Commonwealth
Chalfant
1904 Compound
Chalmers-Detroit
Conda
1908 Chalmers
1901 Conrad
1909 Champion
Conrad (Steam)
1913 Chandler
1907 Continental
1901 Champman Elec.
1933 Continental
Checker
1903 Corbin
1903 Chelsea
1911 Corbitt
1912 Chevrolet★
1929 Cord★
Chicago
1922 Corinthian
Chicago (Elec.)
Cornelian
Chicago (Steam)
1908 Correja
Christie
Corwin
Christman
1907 Cosmopolitan
1924 Chrysler★
1901 Cotta (Steam)
1903 Church
1904 Courier
1913 Churchfield (Elec.)
1909 Courier
1903 Cincinnati Steam
1922 Courier
Cinco
1901 Covert
Cino
1908 C. P.
1901 Clark
1920 Craig-Hunt
1900 Clark-Carter
1906 Craig-Toledo
Clark (Elec.)
1912 Crane
Clark (Steam)
1905 Crawford
Clark-Hatfield
Crescent
1903 Crest
Cruiser
1901 Crestmobile
1923 Crusader
1914 Cricket
1905 Culver
Croesus, Jr.
1907 Cucmobile
Crow
1901 Cunningham-
1911 Crow Elkhart
Steam
1901 Crowdus Electric
1911 Cunningham★
Crown
1921 Curtis
1907 Crown High Wheel
1909 Cutting
Crown-Magnetic
1907 C. V. L.
Croxton
1920 Cyclomobile
1909 Croxton-Keeton

D

1923 D. A. C.
Dey (Elec.)
1923 Dagmar
Diamond
1911 Dalton
Diamond T
1915 Daniels
Diamond Arrow
Darby
1925 Diana
1901 Darling
Diexel
1903 Darrow
1914 Dile
Dart
1917 Disbrow
1902 Davenport
1911 Dispatch
1910 Davis
Dixie
Dawson
1916 Dixie Flyer
Day Utility
Dixie Tourist
Deal
1918 Doble Steam
1909 Decauville
1914 Dodge★
1903 Decker
1909 Dodo
1923 Deemotor
1904 Dolson
1923 Deemster
1906 Dorris
1906 Deere
1915 Dort
Deere-Clark
1918 Douglas
Deering
Downing
Deering Magnetic
1907 Dragon
1915 De Kalb
1921 Drake
1922 Delage
Drednat
1907 DeLuxe
Drexel
1924 Delling Steam Car
1921 Driggs
1910 De Mot
1916 Drummond
De Motte
1907 Duer
Derain
1920 Duesenberg★
1901 Desberon
Dumont
1906 De Shaw
Dunn
1913 De Soto
Duplex
1928 De Soto★
1920 Dupont
1909 De Tamble
1912 Duquesne
1900 Detroit
1921 Durant
1912 Detroit-Chatham
1927 Durant
1909 Detroit-Dearborn
1907 Durocar
1907 Detroit-Electric
1895 Duryea
1923 Detroit Steamer
Duryea Gem
1912 Detroiter
1902 Dyke
1931 De Vaux

E

1924 Eagle
1901 Elmore
1905 Eagle
Emerson
Eagle Macomber
1908 E. M. F.
1917 Eagle Rotary
1898 Empire
1908 Earl
1914 Empire
1921 Earl
1909 Enger
1902 Eclipse
Entiro
Eclipse (Steam)
Erie
1906 Economy
1926 Erskine
1912 Edwards-Knight
1917 Essex
1914 Edwards Knight
1901 Essex (Steam)
1909 Elcar
Euclid
Eleo
Eureka
1903 Eldridge
Everett
1916 Elgin
1909 Everitt
1922 Elkhart
1908 Everybodys
Elliott
Ewing
Ellsworth

F

1917 Fageol
1903 Ford★
Fal
1920 Forster Six
1909 Falcar
1901 Foster
1922 Falcon
Foster (Steam)
1926 Falcon-Knight
1906 Fostoria
Famous
1911 Four Wheel Drive
1902 Fanning
1921 Fox
1915 Farmac
1902 Franklin
Farmers
1904 Frayer
1922 Farner
Frayer-Miller
1908 Farmobile
1902 Fredonia
1906 Federal
Freeman
1917 Fergus
1923 Fremont
1920 Ferris
1902 Friedman
1907 Firestone-
1920 Friend
Columbus
1907 Fritchle (Elec.)
1902 Fischer
1922 Frontenac
1910 Flanders
1914 F. R. P.
Flanders Electric
Frontmobile
Flyer
1908 Fuller
1902 Flint
1908 Fulton
1923 Flint

G

Gaethe
1903 Graham
1904 Gale
1930 Graham★
1919 Gardner
Greyhound
1907 Garford
1922 Goodspeed
Gasaulac
1903 Graham-Fox
1900 Gasmobile
1927 Graham-Paige
1911 Gaylord
Gramm-Logan
1907 Gearless
1913 Grant
Gearless (Steam)
1922 Gray
Gem
1903 Great (Pierce-
1903 General
Arrow)
Genessee
1911 Great Eagle
1901 Geneva
1911 Great Smith
Goethe
1911 Great Southern
1918 Geronimo
1908 Great Western
1902 Goethmobile
1903 Greeley
1917 Ghent
1922 Gregory Front
1904 Gibbs Electric
Drive
G. J. G.
1903 Gride
Gleason
1907 Griswold
1903 Glide
1899 Grout
Golden Eagle
Grout (Steam)
1921 Globe
1900 Gurley
Grabowsky
Gyroscope

H

1915 Hackett
1907 Hatfield
1916 H. A. L.
1915 Harvard
Hall
1909 Haupt
1907 Halladay
Haupt
Halsman
1911 Havers
Halton
Havers
Hamilton
1907 Hay-Berg
1921 Hamlin Holmes
1901 Haynes
1905 Hammer
1895 Haynes-Apperson
Hammer-Sommer
1913 Hayward
Handley
Hazard
1921 Handley-Knight
1920 H. C. S.
1921 Hanover
1921 Heifner
1918 Hanson
1908 Heine Velox
Hardy
Hendel
1925 Harris
1912 Henderson
1922 Harrigan
1922 Henney
1923 Harris Six
1922 Henney★
1916 Harroun
Hercules (Elec.)
1904 Harrison
Herf Brooks
Hartman
1914 Herff Brooks
1909 Herreshoff
Houghton
1926 Hertz
Houpt-Rockwell
1906 Hewitt
1903 Howard
Hill
1901 Hudson Steam
Hobbie
1909 Hudson★
1903 Hoffman Gas
Hudson-Franklin
1901 Hoffman Steam
1920 Huffman
1901 Holley
Huffman (Steam)
1916 Hollier
1921 Hunter
Holly
1908 Hupmobile★
1918 Holmes
1911 Hupp Yeats
1905 Holsman
Electric
1900 Holyoke
1922 Hylander
1916 Homer-Laughlin

I

Ideal
Indianapolis
I. H. C.
1921 Innes
Illinois
1901 International
1900 Imperial
1908 Inter State
1907 Imperial
1903 Iroquois
Imperial (Elec.)

J

1899 Jackson
1906 Jewett
James
1922 Jewett
Jarvis-Huntington
1905 Johnson
1903 Jaxon
1916 Jones
Jaxon (Steam)
1902 Jones-Corbin
Jay-Eye See
1911 Jonz
1900 Jeffery
1916 Jordan
1922 Jem Special
1925 Julian
Jenkins
1925 Junior
1906 Jewell

K

1922 Kalamazoo
1901 Keystone
Kansas City
Keystone (Steam)
Kato
Kibblenger
Kaufman
1901 Kidder (Steam)
Kearns
1922 Kimball
1908 Keeton
Kimball (Elec.)
1903 Kellogg (Steam)
1910 King
1922 Kelsey
1906 Kissel
Kelsey Friction
Kisselkar
Drive
1926 Kleiber
1909 Kenmore
1909 Kline
1903 Kensington
Klinekar
Kensington
1905 Klink
(Steam)
1900 Knox
1916 Kent
Koehler
1920 Kenworthy
1903 Konigslow
1911 Kermath
1921 Kurtz
1914 Kerns
1909 K-R-I-T
1921 Kessler
1902 Kunz

L

1920 Lafayette
1907 Lion
1934 Lafayette★
1912 Little
1904 Lambert
1930 Littlemac
1920 LaMarne
1902 Locomobile
Lamphen
Locomobile
1899 Lane Steam
(Steam)
1905 La Petite
1904 Logan
1927 La Salle★
1920 Lone Star
Laughlin
1923 Long
Lauth-Juergens
1902 Long Distance
1916 Laurel
Longest
1902 Law
1900 Loomis
1899 Leach
1908 Lorraine
1920 Leach Biltwell
1920 Lorraine
1911 Leader
Lowell
Lennon
1902 Lozier
1911 Lenox
Lozier (Steam)
1901 Lewis
1906 Luverne
1913 Lewis
1904 Lyman
1909 Lexington
1909 Lyman
1916 Liberty
Lyman & Burnham
Liberty-Brush
1909 Lincoln
1914 Lyon-Atlas
1921 Lincoln★
Lyons
Linsley
1914 Lyons-Knight

M

1903 Mackie-
1903 Marr
Thompson
1905 Marsh
1917 Macon
1920 Marshall
1915 Madison
1931 Martin
1922 Magic
1919 Martin-Wasp
Magnolia
1912 Marquette
1904 Mahoning
1929 Marquette
1916 Maibohm
1906 Marvel
Majestic
1908 Maryland
Malden (Steam)
1909 Mason
1921 Manexall
Master
1909 Marathon
1903 Matheson
Marble-Swift
1930 Mathis
Marelock
Maxim-Goodridge (Elec.)
1905 Marion
1904 Maxwell
1916 Marion-Handley
1904 Maxwell-Briscoe
Mark (Elec.)
1925 Mayfair
Marlboro (Steam)
Maytag
1900 Marlboro
1908 McCue
1903 Marmon
1922 McCurdy
Marquette
1910 McFarlan
Mobile (Steam)
1922 McGill
1903 Model
1909 McIntyre
Modern
1916 McLaughlin
1911 Modoc
1915 Mecca
Mogul
1907 Media
1903 Mohawk
1923 Mel Special
1905 Moline
1904 Mercedes
1911 Moline
1909 Mercer
1913 Moline-Knight
1931 Mercer
1920 Moller
1904 Mercury
1906 Monarch
1920 Merit
1901 Moncrief
Merkel
1915 Monitor
1906 Meteor
1915 Monroe
1921 Meteor
1906 Moon
Metropole
1906 Moore
1922 Metropolitan
1907 Mora
1909 Metz
Morgan
Metzger
Morris
1903 Michigan
1922 Morris-London
Michigan
1904 Morse
1908 Midland
Morse (Steam)
Midland
1911 Motorette
Middleby
1914 Mount Pleasant
1908 Mier
1902 Moyea
1915 Milburn (Elec.)
Moyear
1913 Mighty Michigan
1912 B. & F. Moyer
Miller
M. P. M.
1900 Milwaukee (Steam)
Multiplex
1903 Mitchell
1906 Muncie
Mitchell-Lewis
1916 Murray
Misson
1921 Murray-Mac Six
1899 Mobile
Mutual

N

Nance
New Parry
Napoleon
1926 New York
1917 Nash★
1912 Neyberg
1903 National
1903 Niagara
National (Elec.)
1919 Noma
1920 National Sextet
1902 Northern
1917 Nelson
1921 Northway
1903 Neustadt-Perry
Northwestern
Newark
1901 Norton
1916 New Era
1912 Norwalk
1901 New Home

O

1907 Oakland
1900 Orient
1898 Oakman
1904 Ormond
Ogren
1909 Otto
1900 Ohio Electric
Ottokar
1909 Ohio Gas
1908 Overland
1907 Okay
Overman (Steam)
1897 Oldsmobile★
1914 Owen
Only
1915 Owen-Magnetic
1917 Olympian
1908 Owen Thomas
1912 Omaha
1905 Oxford
1916 Oregon

P

1899 Packard★
Pierce
1906 Page
Pierce Great
Paige-Detroit
Arrow
1909 Paige
Pierce Racine
1906 Palmer
1916 Pilgrim
1908 Palmer-Singer
1916 Pilliod
1918 Pan
1911 Pilot
1903 Pan-American
Pioneer
1917 Pan-American
1898 Pittsburgh
Panhard
1906 Planche
Panther
1928 Plymouth★
1906 Paragon
1910 Plymouth
1921 Parenth
1902 Pomeroy
1920 Parenti
1916 Ponder
1911 Parry
1908 Pontiac
Partin
1926 Pontiac★
1913 Partin-Palmer
1897 Pope-Hartford
Patriot
1902 Pope Robinson
1908 Patterson
1901 Pope-Toledo
1911 Pathfinder
1904 Pope Tribune
1907 Payne-Modern
1919 Porter
1909 Peerless
Poss
1911 Penn
1907 Postal
1917 Pennsy
Powercar
1907 Pennsylvania
1911 Pratt
Penn-Thirty
1903 Premier
1901 Peoples
1920 Premocar
1908 Perfection
1902 Prescott
1912 Perfex
Prescott (Steam)
Peru
Primo
1921 Peters
Prince
1909 Petrel
1905 Princess
1902 Phelps
1923 Princeton
Phianna
1921 Prodo
1911 Pickard
1907 Pullman
1918 Piedmont
1904 Pungs Finch
1901 Pierce-Arrow★
Puritan (Steam)

Q

1905 Queen

R

1920 Raleigh
1922 Richelieu
1900 Rambler
1908 Richmond
Randall
1922 Rickenbacker
Randall (Steam)
Ricketts
Randolph
1916 Riddle
1920 R. & V. Knight
1908 Rider-Lewis
R & L (Elec.)
Riess
1920 Ranger
1922 Riess-Royal
1905 Rainier
1899 Riker
1903 Rapid
Riveria
1905 Rauch & Lang
1911 Roader
1911 Rayfield
1916 Roamer
1911 R. C. H.
Robe
1913 Read
1901 Robinson
1901 Reading
Rochester (Steam)
Reading (Steam)
Rockaway
Real
1920 Rock Falls
1903 Reber
1932 Rockne
Red Jacket
Rockwell
1921 Rees
1921 Rodgers
Reeves
1911 Rogers
1908 Regal
1901 Rogers & Hanford
1903 Regas
1923 Rollin
Reliable-Dayton
1921 Rolls Royce
1904 Reliance
Roman
1901 Remington
1921 Romer
Renault
1929 Roosevelt
1904 Reo★
1915 Ross
1911 Republic
Ross (Steam)
1918 Revere
1904 Rotary
1908 Rhodes
Rovena Front
Richards
Drive
Royal
1903 Russell
1904 Royal Tourist
1929 Rurton
Royal (Elec.)
R & V
1922 Rubay

S

St. Joe
1921 Spencer
1899 St. Louis
1921 Sperling
1922 St. Louis
1914 Sphynx
Saginaw
1909 Spoerer
1909 Salter
1904 Springer
1904 Sampson
1907 Springfield
Sandusky
1911 Stafford
1903 Santos Dumont
1902 Standard
1914 Saxon
Standard
Saxon-Duplex
Standard (Elec.)
1917 Sayers
1917 Standard Eight
Sayers & Scovill
Stanley
1904 Schacht
1896 Stanley Steamer
1921 Scott Newcomb
1920 Stanwood
1914 Scripps-Booth
1904 Star
1901 Searchmont
1922 Star
Sears
Starin
1909 Sebring
1913 States
1923 Sekine
1923 Static Super-
1908 Selden
Cooled
1909 Sellers
1908 Staver
1906 Senator
1902 Steamobile
1917 Seneca
1898 Stearns Steam
1921 Serrifile
1900 Stearns Gas
1920 Severin
1917 Stearns Knight
1910 S. G. V.
1916 Stephens
1917 Shadwick
1909 Sterling
1903 Shain
Sterling
1909 Sharp-Arrow
1922 Sterling Knight
1920 Sha
1902 Stevens-Duryea
1906 Shamut
1916 Stewart
Shaw-Wick
1922 Stewart-Coats
1903 Shelby
1908 Stilson
1921 Sheridan
Stoddard
1907 Shoemaker
1905 Stoddard Dayton
Sibley
1911 Stoddard Knight
Sibley-Curtis
Storch (Steam)
Silent
1902 Storck
1906 Silver-Knight
1923 Stratton
1920 Simms Light Four
1903 Studebaker
Simplex
Electric
1918 SimplexCrane
1909 Studebaker
1907 Simplicity
Studebaker
1916 Singer
(Steam)
1907 Single Center
E.M.F.
1920 Skelton
1904 Studebaker Gas★
1900 Skene
1904 Sturtevant
S & M
1912 Stutz★
1906 Smith
1911 Stuyvesant
1901 Smith & Mabley
Suburban
Snyder
1906 Success
Sommer
1908 Sultan
1921 Southern Six
Summit
1919 Spacke
1915 Sun
Spartan
1906 Sunset
1900 Spaulding
1904 Synnestredt
1916 Spaulding
(Steam)
1904 Speedway
1908 Speedwell

T

Taunton (Steam)
1912 Touraine
1922 Tarkington
1903 Tourist
1901 Taunton
1922 Trask-Detroit
1918 Templar
Steamer
1919 Texan
1924 Traveler
1902 Thomas
1913 Tribune
Thomas-Detroit
1896 Tri-Moto
1900 Thomson
1911 Triumph
1903 Tincher
1914 Trumbull
1903 Toledo
1917 Tulsa
Toledo (Steam)
1914 Twombly
Tonawanda
1902 Twyford

U

1902 Union
U. S. Long Distance
1902 Upton
1908 U. S.

V

Van
1508 Viking
1905 Vaughan
1929 Viking
1909 Velie
1911 Virginian
Vernon
1914 Vixen
1908 Victor
1918 Vogue
Victor (Steam)
1913 Vulcan

W

Waco
1926 Whippet
Wagenhall
White-Star
Wahl
1901 White Steam
Walden
1909 White
Walker
1911 Whiting
Wall
1903 Whitney
1901 Walls
Whitney (Steam)
Walter
1902 Wick
1900 Waltham
1909 Wilcox
1922 Waltham
1902 Wildman
Waltham-Orient
Williams (Elec.)
Waltham (Steam)
Williams
1903 Walther
1921 Wills Ste. Claire
1905 Walworth
1913 Willys-Knight
Ward (Elec.)
1918 Willys Six
1903 Ward Leonard
1930 Willys★
1911 Warren
1929 Windsor
1909 Warren-Detroit
Windsor White
1901 Warwick
1920 Winther
1909 Washington
1897 Winton
1920 Wasp
1921 Wizard
Waterloo
1907 Wolf
Waterous
1904 Wolverine
Watt
1927 Wolverine
1904 Waverly-Electric
Wolverine-Detroit
1904 Wayne
Woodruff
Welch-Detroit
1901 Woods
Welch Pontiac
1918 Woods
1910 Wescott
Woods (Elec.)
Westfield
Woods Modillette
W. F. S.
Worth
1921 Wharton

Y

1903 Yale
1905 York
Yates

Z

Zent
1909 Zimmerman
1903 Zentmobile

1915

This message appeared as a full page Cadillac advertisement in the Saturday Evening Post, issue of January 2, 1915.

THE PENALTY OF LEADERSHIP

IN EVERY field of human endeavor, he that is first must perpetually live in the white light of publicity. Whether the leadership be vested in a man or in a manufactured product, emulation and envy are ever at work. ¶ In art, in literature, in music, in industry, the reward and the punishment are always the same. ¶ The reward is widespread recognition; the punishment, fierce denial and detraction. ¶ When a man's work becomes a standard for the whole world, it also becomes a target for the shafts of the envious few. If his work be merely mediocre, he will be left severely alone—if he achieve a masterpiece, it will set a million tongues a-wagging. ¶ Jealousy does not protrude its forked tongue at the artist who produces a commonplace painting. ¶ Whatsoever you write, or paint, or play, or sing, or build, no one will strive to surpass or to slander you, unless your work be stamped with the seal of genius. ¶ Long, long after a great work or a good work has been done, those who are disappointed or envious continue to cry out that it cannot be done. ¶ Spiteful little voices in the domain of art were raised against our own Whistler as a mountebank, long after the big world had acclaimed him its greatest artistic genius. ¶ Multitudes flocked to Bayreuth to worship at the musical shrine of Wagner, while the little group of those whom he had dethroned and displaced argued angrily that he was no musician at all. ¶ The little world continued to protest that Fulton could never build a steamboat, while the big world flocked to the river banks to see his boat steam by. ¶ The leader is assailed because he is a leader, and the effort to equal him is merely added proof of that leadership. ¶ Failing to equal or to excel, the follower seeks to depreciate and to destroy—but only confirms once more the superiority of that which he strives to supplant. ¶ There is nothing new in this. It is as old as the world and as old as the human passions—envy, fear, greed, ambition, and the desire to surpass. ¶ And it all avails nothing. ¶ If the leader truly leads, he remains—the leader. ¶ Master-poet, master-painter, master-workman, each in his turn is assailed, and each holds his laurels through the ages. ¶ That which is good or great makes itself known, no matter how loud the clamor of denial. ¶ That which deserves to live—lives.

1937

Today, Cadillac-LaSalle leadership is more pronounced than ever before. Retail sales this year are the greatest in the thirty-four year history of the Cadillac-LaSalle dealer organization.

Standing of Makes in New Car Sales 1931-1936

Showing Percentage of Each Make to Total Sales

NAME OF MANUFACTURER	YEAR ENDING AS OF DECEMBER 31										Per Cent of 1936 Increase or Decrease						
	1931	1931 % of Industry	1932	1932 % of Industry	1933	1933 % of Industry	1934	1934 % of Industry	1935	1935 % of Industry	1936	1936 % of Industry	1931	1932	1933	1934	1935
Buick	90,873	4.76	49,708	4.53	43,809	2.93	63,067	3.34	87,635	3.19	160,687	4.72	76.83	223.26	266.78	160.64	83.36
Cadillac	11,136	.58	6,269	.57	3,903	.26	4,899	.26	6,692	.24	11,766	.35	5.66	87.69	201.46	140.17	75.82
Chevrolet	583,429	30.58	322,860	29.45	474,493	31.76	534,906	28.32	656,698	23.93	930,250	27.33	59.44	188.10	96.05	73.91	41.66
LaSalle	6,883	.36	3,848	.35	3,709	.25	5,182	.27	11,775	.43	13,992	.41	103.28	263.62	277.24	170.01	18.82
Oldsmobile	46,983	2.46	24,128	2.20	35,295	2.36	71,676	3.80	149,375	5.44	178,488	5.24	279.90	639.75	405.65	149.01	19.49
Pontiac	86,133	4.51	47,926	4.37	85,348	5.71	72,645	3.85	140,122	5.17	171,669	5.04	143.66	258.20	101.14	136.31	22.52
General Motors Total	825,437	43.26	454,739	41.48	646,557	43.28	752,375	39.84	1,052,297	38.35	1,466,852	43.09	77.71	222.59	126.86	94.96	39.41
Gen. Motors—excl. Chevrolet	242,008	12.68	131,879	12.03	172,064	11.52	217,469	11.52	395,599	14.42	536,602	15.76	121.72	306.84	211.81	146.73	35.29
Ford	528,581	27.70	258,927	23.62	311,113	20.83	530,528	28.09	826,519	30.12	748,554	21.99	41.61	189.12	140.61	41.10	–9.43
Lincoln	3,466	.18	3,179	.29	2,112	.14	2,061	.11	2,370	.09	15,567	.46	349.13	389.68	636.60	655.31	556.83
Ford Total	532,047	27.88	262,106	23.91	313,225	20.97	532,589	28.20	828,889	30.21	764,121	22.45	43.62	191.57	143.96	43.47	–7.81
Chrysler	52,650	2.76	26,016	2.37	28,677	1.92	28,052	1.49	40,536	1.48	58,698	1.72	11.49	125.60	104.68	109.25	44.80
De Soto	28,430	1.49	25,311	2.31	21,260	1.42	11,447	.61	26,952	.98	45,088	1.32	58.59	78.14	112.08	293.81	67.29
Dodge	53,090	2.78	28,111	2.56	86,062	5.76	90,139	4.77	178,770	–6.51	248,518	7.30	368.10	784.06	188.77	175.70	39.01
Plymouth	94,289	4.94	111,926	10.21	249,667	16.71	302,557	16.02	382,985	13.96	499,580	14.68	429.84	343.36	100.09	65.11	30.44
Chrysler Total	228,459	11.97	191,364	17.45	385,666	25.82	432,195	22.88	629,243	22.93	851,884	25.02	272.83	345.10	120.88	97.11	35.38
Chrysler Motors—excl. Plymouth	134,170	7.03	79,438	7.25	135,999	9.10	129,638	6.86	246,258	8.97	352,304	10.35	162.58	343.50	159.05	171.81	43.07
Terraplane	42,545	2.23	28,778	2.62	35,831	2.40	40,510	2.15	53,838	1.96	78,371	2.30	84.21	172.33	118.73	93.46	45.57
Hudson	19,189	1.01	8,641	.79	2,946	.20	19,307	1.02	21,587	.79	20,825	.61	8.53	141.00	606.89	7.86	–3.53
Hudson-Terraplane Total	61,734	3.24	37,419	3.41	38,777	2.60	59,817	3.17	75,425	2.75	99,296	2.91	60.84	165.36	156.06	66.00	31.65
LaFayette							9,301	.49	17.445	.64	16,304	.48	.....	.....	.....	75.93	–6.54
Nash	39,366	2.06	20,233	1.85	11,353	.76	14,315	.76	17,739	.65	26,766	.79	–32.00	32.29	135.79	86.95	50.89
Nash Total	39,366	2.06	20,233	1.85	11,353	.76	23,616	1.25	35,184	1.28	43,070	1.27	9.41	112.87	279.44	82.36	22.42
Auburn-Cord	30,952	1.62	11,981	1.09	5,038	.34	5,536	.29	5,163	.19	3,022	.09	–90.23	–74.78	–40.01	–45.41	–41.47
Franklin	3,881	.20	1,829	.17	1,329	.09	360	.02	**	.....	.....	.....	.....	.....	.....	.....	.....
Graham	19,209	1.01	12,858	1.17	10,128	.68	12,887	.68	15,965	.59	16,439	.48	–14.42	27.85	62.30	27.56	2.97
Hupmobile	17,427	.91	10,794	.98	6,726	.45	6,566	.35	7,450	–.27	1,556	.05	–91.07	–85.58	–76.87	–76.30	-79.11
Packard	16,256	.85	11,058	1.01	9,081	.61	6,552	.35	37,653	1.37	68,772	2.02	323.05	521.83	657.29	949.63	82.65
Pierce-Arrow	4,522	.24	2,692	.25	2,152	.14	1,740	.09	875	.03	787	.02	–82.60	–70.77	–63.46	–54.77	–10.06
Reo	6,762	.35	3,870	.35	3,623	.24	3,854	.20	3,894	.14	3,146	.09	–53.48	–18.71	–13.17	–18.37	–19.21
Studebaker	46,535	2.44	41,968	3.83	36,242	2.43	41,560	2.20	39,573	1.44	67,835	1.99	45.77	61.64	87.18	63.22	71.42
Willys	51,341	2.69	25,898	2.36	15,667	1.05	6,576	.35	10,439	.38	12,423	.36	–75.80	–52.03	–20.71	88.93	19.00
Miscellaneous	24,213	1.27	7,590	.69	8,230	.55	2,334	.12	1,858	.07	5,294	.16	–78.14	–30.25	–35.67	126.82	184.93
GRAND TOTAL—U. S.	1,908,141	100.00	1,096,399	100.00	1,493,794	100.00	1,888,557	100.00	2,743,908	100.00	3,404,497	100.00	78.43	210.59	127.89	80.25	24.07

*Indicates those percentages representing a decrease. **Not in production in 1935. —Denotes decrease.

MOTOR VEHICLE PRODUCTION* AND WHOLESALE VALUE

(Compiled by Automobile Manufacturers Assn.)

	PASSENGER CARS		MOTOR TRUCKS		TOTAL CARS AND TRUCKS	
	Number	Value	Number‡	Value‡	Number	Value
§1900	4,192	$4,899,443	.....	.....	4,192	$4,899,443
1901	7,000	8,183,000	.....	.....	7,000	8,183,000
1902	9,000	10,395,000	.....	.....	9,000	10,395,000
1903	11,235	13,000,000	.....	.....	11,235	13,000,000
§1904	22,419	23,682,492	411	$946,947	22,830	24,629,439
1905	24,550	39,030,000	450	970,000	25,000	40,000,000
1906	33,500	61,850,000	500	1,050,000	34,000	62,900,000
1907	43,300	92,040,000	700	1,360,000	44,000	93,400,000
1908	63,500	135,250,000	1,500	2,550,000	65,000	137,800,000
§1909	127,731	159,918,506	3,255	5,230,023	130,986	165,148,529
1910	181,000	215,340,000	6,000	9,660,000	187,000	225,000,000
1911	199,319	225,000,000	10,681	21,000,000	210,000	246,000,000
1912	356,000	335,000,000	22,000	43,000,000	378,000	378,000,000
1913	461,500	399,902,000	23,500	44,000,000	485,000	443,902,000
§1914	543,679	413,859,379	25,375	45,098,464	569,054	458,957,843
1915	895,930	575,978,000	74,000	125,800,000	969,930	701,778,000
1916	1,525,578	921,378,000	92,130	161,000,000	1,617,708	1,082,378,000
1917	1,745,792	1,053,505,781	128,157	220,982,668	1,873,949	1,274,488,449
1918	943,436	801,937,925	227,250	434,168,992	1,170,686	1,236,106,917
1919	1,657,652	1,461,785,925	275,943	423,326,621	1,933,595	1,885,112,546
1920	1,905,560	1,809,170,963	321,789	423,249,410	2,227,349	2,232,420,373
†1921	1,518,061	1,091,752,452	164,304	169,914,098	1,682,365	1,261,666,550
†1922	2,369,089	1,561,740,645	277,140	231,282,063	2,646,229	1,793,022,708
†1923	3,753,945	2,274,554,488	426,505	317,478,940	4,180,450	2,592,033,428
†1924	3,303,646	2,040,706,519	434,140	326,706,496	3,737,786	2,367,413,015
†1925	3,870,744	2,544,528,799	557,056	470,634,763	4,427,800	3,015,163,562
†1926	3,948,843	2,746,064,722	556,818	468,752,769	4,505,661	3,214,817,491
†1927	3,083,360	2,265,633,102	497,020	435,072,641	3,580,380	2,700,705,743
†1928	4,012,158	2,703,753,500	588,983	459,045,380	4,601,141	3,162,798,880
†1929	4,794,898	2,981,141,842	826,817	595,504,039	5,621,715	3,576,645,881
†1930	2,910,187	1,720,652,104	599,991	405,949,915	3,510,178	2,126,602,019
†1931	2,038,183	1,153,907,947	434,176	272,748,305	2,472,359	1,426,656,252
†1932	1,186,185	650,781,297	245,282	142,264,003	1,431,494	793,045,300
†1933[1]	1,627,768	795,304,780	358,440	192,131,509	1,985,909	987,436,289
1934	2,270,566	1,204,376,351	599,397	332,913,985	2,869,963	1,537,290,336
1935	3,387,806	1,788,635,180	732,005	399,211,522	4,119,811	2,187,846,702
1936	3,807,371	2,041,000,000	809,486	455,000,000	4,616,857	2,496,000,000

†Figures for 1921 to date are "factory sales" for U. S. plants and "production" for Canadian plants.
*Foreign assemblies of parts made in U. S. but assembled abroad are included in this table.
§From United States Census reports. 1900 for fiscal year ended June 30, 1900.
‡A substantial portion of the number of trucks reported comprise chassis only without body; hence the value of bodies for these chassis are not included.
[1]—Differs from monthly figures compiled by U. S. Census Bureau which includes estimates by some companies, while these figures represent actual annual totals.

Annual Percentage Change in Production

(United States and Canada)

Year	Passenger Cars	Motor Trucks	Total	Year	Passenger Cars	Motor Trucks	Total
1920	15.0%	16.6%	15.1%	1928	30.1%	18.5%	28.5%
1921	—19.7%	—52.3%	—24.4%	1929	19.5%	40.4%	22.2%
1922	55.0%	81.0%	57.2%	1930	—39.3%	—27.4%	—37.6%
1923	58.4%	53.9%	58.0%	1931	—29.9%	—27.6%	—29.6%
1924	—12.0%	1.8%	—10.6%	1932	—41.8%	—43.5%	—42.1%
1925	17.2%	28.3%	18.5%	1933	+37.2%	+46.2%	+38.7%
1926	2.0%	—0.04%	1.8%	1934	+39.5%	+67.2%	+44.5%
1927	—21.9%	—10.7%	—20.5%	1935	49.1%	22.2%	43.6%
				1936	12.3%	1.05%	12.1%

(—) means decrease. (Compiled by Automobile Manufacturers Assn.)

World Production of Motor Vehicles

	1935 Passenger Cars	1935 Trucks & Buses	1935 Total	1936 Passenger Cars	1936 Trucks & Buses	1936 Total
United States	3,252,244	694,690	3,946,934	3,676,063	778,472	4,454,535
Canada	135,562	37,315	172,877	131,308	31,014	162,322
Total	3,387,806	732,005	4,119,811	3,807,371	809,486	4,616,857
Austria	2,154	791	2,945*	4,466	809	5,275
Belgium	463	290	753	60	474	534
Czechoslovakia	9,195	783	9,978	11,158	983	12,141
Denmark	.....	148	148	.....	250	250
Finland	.....	.....	.....	.....	200	200
France	156,010	23,260	179,270	178,354	23,383	201,737
Germany	201,438	41,496	242,934	240,292	57,220	297,512
Hungary	.....	111	111	.....	465	465
Italy	40,236	4,972	45,208	.....	.....	.....
Japan	5,020	1,780	6,800	6,784	2,848	9,632
Poland	488	300	788	1,200	1,200	2,400
Soviet Russia	18,954	78,467	97,421*	9,900	128,500	138,400
Spain	96	495	591	NA	NA	NA
Sweden	790	2,614	3,404	875	3,576	4,451
Switzerland	.....	460	460	6	290	296
Utd. Kingdom	325,194	91,721	416,915	367,142	114,305	481,447
Total	760,038	247,688	1,007,726	820,237	334,503	1,154,740
Grand Total	4,147,844	979,693	5,127,537	4,627,608	1,143,989	5,771,597

*Revised.
NA means not available.

World Automobile Production and Exports of Complete Vehicles in 1935 and 1936

	Production 1935	Production 1936	Exports 1935	Exports 1936	Percent of Prod. Exp. 1935	Percent of Prod. Exp. 1936
United States	3,946,934	4,454,535	271,383	285,756	6.9%	6.4%
Canada	172,877	162,322	64,330	55,570	37.0	34.0
Total	4,119,811	4,616,857	335,713	341,326	8.1%	7.4%
Austria	2,945	5,275	924	985	31.0	18.7
Belgium	753	534	113	142	15.0	26.6
Czechoslovakia	9,978	12,141	714	1,113	7.1	9.2
Denmark	148	250	...	...	...	...
Finland	...	200	...	5	...	2.5
France	179,270	201,737	18,822	21,401	10.4	10.5
Germany	242,934	297,512	23,423	36,189	9.6	12.2
Hungary	111	465	.....	.....	...	...
Italy	45,208	...	[1]9,444	11,774	20.9	...
Japan	6,800	9,632	1,361	4,052	20.0	42.1
Poland	788	2,400	[2]40.7	[2]14.6	5.2	.61
Soviet Russia	97,421	138,400	858	1,854	.88	1.3
Spain	591	NA				
Sweden	3,404	4,451	[3]1,848	[3]2,637	54.2	59.2
Switzerland	460	296	247	337	64.3	—
United Kingdom	416,915	481,447	68,202	81,713	16.4	17.0
Total	1,007,726	1,154,740	125,996	162,216	12.5	14.0
Grand Total	5,127,537	5,771,597	461,709	503,542	9.	8.7

[1]First 9 months.
[2]Metric tons.
[3]Including exports of American motor vehicles assembled in Sweden most of which are exported to Finland.
NA means not available.

Nearly 1100 new dealers in a year!

● **From June 1st last year to June 1st this year, 1097 new dealers in the United States have signed up with Studebaker**

STUDEBAKER

AMERICA'S FRIENDLIEST FACTORY

Pneumatic Casings—Tubes—Solids

PRODUCTION (81% FOR 1936; 97% FOR 1934-1935; 80% FOR PREVIOUS YEARS)

	1936 (12 Mos.)	1935 (12 Mos.)	1934 (12 Mos.)	1933 (12 Mos.)	1932 (12 Mos.)	1931 (12 Mos.)	1930 (12 Mos.)	1929 (12 Mos.)
Balloon Casings...	43,319,814	43,944,241	40,632,050	32,051,760	28,139,261	33,445,306	33,868,514	41,128,577
High Pressure Casings	3,754,429	3,936,689	5,183,713	4,191,624	3,928,471	5,546,914	6,903,864	13,852,095
Total Casings.	47,074,243	47,880,930	45,815,763	36,243,384	32,067,732	38,992,220	40,772,378	54,980,672
Balloon Inner Tubes	42,923,216	42,830,162	39,113,104	29,106,512	24,998,385	31,352,440	33,077,435	38,921,749
High Pressure Inner Tubes	3,447,302	3,612,502	5,727,867	4,938,177	4,514,861	7,313,936	8,858,573	16,141,137
Total Inner Tubes	46,370,518	46,442,664	44,840,971	34,044,689	29,513,246	38,666,376	41,936,008	55,062,886
Solids and Cushions	390,899	282,647	197,497	130,987	97,089	136,261	204,340	407,347
Solids and Cushion Inventory end of Period	60,278	46,406	34,710	26,271	23,830	38,815	75,871	122,200

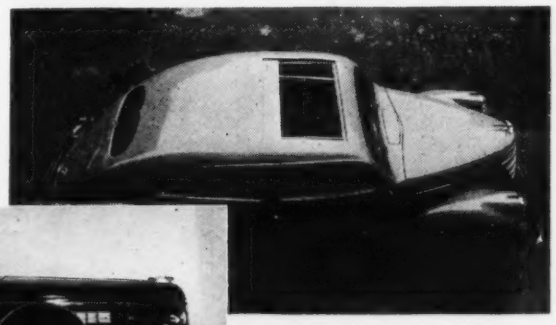
SHIPMENTS (81% FOR 1936; 97% FOR 1934-1935; 80% FOR PREVIOUS YEARS)

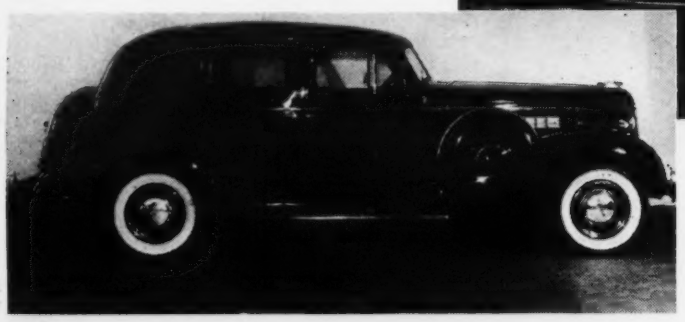
Balloon Casings...	41,136,134	44,727,829	40,171,288	31,070,090	28,064,272	34,084,198	34,939,030	40,377,781
High Pressure Casings	3,707,685	4,069,559	5,114,667	4,204,880	4,136,548	5,964,354	7,974,078	15,138,103
Total Casings.	44,843,819	48 797,388	45,285,955	35,274,970	32,200,820	40,048,552	42,913,108	55,515,884
Balloon Inner Tubes	40,804,080	42,942,275	37,987,646	28,206,370	25,361,390	32,112,341	33,847,719	38,719,177
High Pressure Inner Tubes	3,441,620	3,798,354	5,706,484	4,906,102	4,967,146	7,904,834	10,104,515	17,754,126
Total Inner Tubes	44,245,700	46,740,629	43,694,130	33,112,472	30,328,536	40 017,175	43,952,234	56,473,303
Solids and Cushions	369,499	274,837	187,152	126,990	108,581	167,556	250,635	436,027

The Smartest Accessory You Can Sell is . . .

The SUNAIR Sliding Roof

No wonder the SUNAIR Sliding Roof has become the rage on Park Avenue and at Newport, on Chicago's Lake Shore, in the Golden West and the Sunny South! For it adds to closed car comfort and protection the joys of driving an open car, anywhere and any time your customers will.

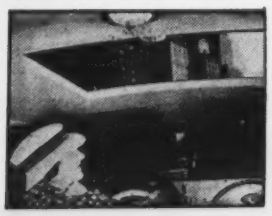




All the charm of a sliding roof with the strength and sleek beauty of the all-steel top is retained by the SUNAIR Sliding Roof (left). The sliding section, itself of steel, automatically rises flush with the roof and becomes an integral part of it.

Neat and trim, the smartly modern lines of the SUNAIR sliding panel and shallow roof well add beauty to the car's interior.

A turn of the wrist slides the top out of sight . . . lets in the sun and air. Slides easily, locks in any position desired.



For the first time, rear seat passengers get as much sunshine, air, and view as the driver, without dust, dirt or draft.

And, outdoors, at the races, polo, and other sporting events, SUNAIR gives you a superb "grandstand" seat.

The SUNAIR Sliding Roof has taken America by storm. And no wonder! It adds to closed car safety and comfort, the zest of open car driving.

Yes! It's new to America. But years of use by leading car manufacturers in Europe — Rolls-Royce, Bentley, Vauxhall . . . have *proved* the sliding roof . . . demonstrated its superb advantages.

Your own customers will welcome it. Authorized converters in New York, Florida, and other states, stand ready to install the SUNAIR Sliding Roof, through you, for every customer you sell.

And every sale means added profits to you! For full details, write to:

THE SUNAIR AUTO TOP CO.
250B West 57th Street
NEW YORK, N. Y.

New Commercial Car Registrations by States—1931-1936

	1936	1935	1934	1933	1932	1931
Alabama	13,187	9,925	8,051	4,054	1,982	3,536
Arizona	3,510	3,126	2,167	1,086	566	1,295
Arkansas	9,485	7,383	4,960	3,638	1,467	2,613
California	33,656	28,943	20,496	13,788	10,732	19,992
Colorado	9,060	6,086	5,196	2,488	2,001	3,887
Connecticut	8,240	7,318	6,124	4,246	3,056	5,540
Delaware	1,723	1,425	1,115	828	597	967
Florida	9,412	8,274	8,046	4,186	2,894	5,255
Georgia	12,941	10,887	7,921	5,260	2,544	4,779
Idaho	4,939	4,004	2,817	1,545	673	1,620
Illinois	31,123	23,046	17,584	11,764	7,863	14,786
Indiana	20,027	18,009	11,123	6,121	4,849	9,025
Iowa	12,999	12,754	9,860	5,449	4,154	7,899
Kansas	11,406	9,605	7,170	4,292	3,119	5,550
Kentucky	10,870	9,089	6,815	4,195	2,819	4,326
Louisiana	9,753	7,201	5,359	2,882	1,844	4,311
Maine	5,337	4,104	4,262	2,614	2,240	4,600
Maryland	7,382	6,657	5,457	3,818	2,953	4,864
Massachusetts ..	15,350	14,514	12,887	9,511	7,290	12,609
Michigan	24,840	21,104	16,281	9,085	6,402	10,722
Minnesota	14,144	12,740	9,255	5,722	4,858	7,580
Mississippi	10,367	6,573	5,414	2,752	1,476	2,137
Missouri	20,142	16 200	12,920	8,535	7,645	10,979
Montana	5,930	5,939	4,215	2,055	1,150	1,874
Nebraska	6,996	6,297	5,411	2,713	2,108	4,540
Nevada	1,210	1,006	638	233	320	648
New Hampshire.	3,196	2,490	2,731	1,783	1,152	2,038
New Jersey	16,935	13,165	11,444	7,401	7,505	13,051
New Mexico	4,545	4,058	3,150	1,395	817	1,560
New York	39,159	35,805	30,383	20,200	19,943	32,792
North Carolina..	14,286	13,835	11,185	6,597	3,620	6,821
North Dakota ...	2,680	3,144	2,389	1,107	786	1,436
Ohio	30,028	22,772	20,487	11,150	8,753	14,207
Oklahoma	14,737	11,768	8,944	4,941	2,594	4,060
Oregon	8,050	5,964	3,780	2,488	1,451	3,099
Pennsylvania ...	41,919	32,097	29,891	19,991	15,618	23,396
Rhode Island ...	2,594	2,088	2,035	1,598	1,152	2,027
South Carolina..	6,091	5,481	4,228	2,604	1,213	2,959
South Dakota ...	2,962	3,020	2,252	996	704	1,673
Tennessee	11,062	9,518	6,366	3,623	2,031	3,285
Texas	38,903	32,437	24,854	13,889	8,819	15,742
Utah	3,571	3,498	2,530	1,568	758	1,591
Vermont	2,308	2,394	2,048	1,311	972	1,339
Virginia	12,904	11,402	8,508	5,667	4,105	6,823
Washington	10,666	9,076	6,199	4,002	2,471	4,640
West Virginia ...	9,181	6,646	5,847	2,988	1,844	3,552
Wisconsin	16,237	13,118	9,313	5,411	4,522	8,399
Wyoming	2,661	2,206	1,799	937	613	1,174
Dist. of Columbia	2,940	2,492	1,979	1,362	1,368	2,202
Yearly Totals..	**611,644**	**510,683**	**403,886**	**245,869**	**180,413**	**313,800**

List of Commercial Car Manufacturers in Order of VOLUME of SALES—1936-1935

MAKE	1936	Pos. 1936	1935	Pos. 1935	Change Unit	Change Pct.
Chevrolet	204,344	1	167,129	2	+37,215	+22.27
Ford	177,244	2	185,848	1	— 8,604	— 4.63
Dodge	85,295	3	61,488	3	+23,807	+38.72
International	71,958	4	53,471	4	+18,487	+34.57
G. M. C.	26,980	5	11,442	5	+15,538	+135.82
Diamond T	8,750	6	6,454	6	+ 2,296	+35.57
White	5,757	7	3,304	8	+ 2,453	+74.24
Reo	4,227	8	5,101	7	— 874	—17.13
Mack	4,226	9	1,515	12	+ 2,711	+178.94
Studebaker	3,279	10	2,100	11	+ 1,179	+56.14
Federal	2,930	11	2,190	10	+ 740	+33.79
Willys	2,441	12	2,280	9	+ 161	+ 7.39
Plymouth	2,420	13	660	17	+ 1,760	+266.67
Terraplane	1,905	14	638	18	+ 1,267	+198.59
Indiana	1,705	15	862	16	+ 843	+97.80
Brockway	1,695	16	1,245	13	+ 450	+36.14
Autocar	1,451	17	1,001	14	+ 450	+44.95
Stewart	1,280	18	880	15	+ 400	+45.45
Sterling	277	19	174	20	+ 103	+59.20
Miscellaneous	3,480		2,901		+ 579	+19.96
Total	611,644		510,683		+100,961	+19.77

List of Commercial Car Manufacturers in Order of PERCENTAGE of SALES INCREASES—1936-1935

MAKE	Pct. Change	Unit Change	Gain Pos.	1936	1936 Pos.	1935	1935 Pos.
Plymouth	+266.67	+ 1,760	1	2,420	13	660	17
Terraplane	+198.59	+ 1,267	2	1,905	14	638	18
Mack	+178.94	+ 2,711	3	4,226	9	1,515	12
G. M. C.	+135.82	+ 15,538	4	26,980	5	11,442	5
Indiana	+ 97.80	+ 843	5	1,705	15	862	16
White	+ 74.24	+ 2,453	6	5,757	7	3,304	8
Sterling	+ 59.20	+ 103	7	277	19	174	20
Studebaker	+ 56.14	+ 1,179	8	3,279	10	2,100	11
Stewart	+ 45.45	+ 400	9	1,280	18	880	15
Autocar	+ 44.95	+ 450	10	1,451	17	1,001	14
Dodge	+ 38.72	+ 23,807	11	85,295	3	61,488	3
Brockway	+ 36.14	+ 450	12	1,695	16	1,245	13
Diamond T	+ 35.57	+ 2,296	13	8,750	6	6,454	6
International	+ 34.57	+ 18,487	14	71,958	4	53,471	4
Federal	+ 33.79	+ 740	15	2,930	11	2,190	10
Chevrolet	+ 22.27	+ 37,215	16	204,344	1	167,129	2
Willys	+ 7.39	+ 161	17	2,441	12	2,280	9
Ford	— 4.63	— 8,604	18	177,244	2	185,848	1
Reo	— 17.13	— 874	19	4,227	8	5,101	7
Miscellaneous	+ 19.96	+ 579		3,480		2,901	
Total	+ 19.77	+100,961		611,644		510,683	

We Invite Dealers To Read This Advertisement in August ESQUIRE

NO CAR at the New York Automobile Show next October will be as NEW as the new Cord you can get right now! What makes a car new? Not merely new model names, new bodies, or new gadgets. "Newness" goes much deeper! The Cord continues to be the newest car because it is designed and built on more advanced engineering principles. The Cord is Front Drive! This is newness in fact; not simply in name. It gives exclusive advantages, obtainable in no other car! The Cord continues to be the newest car in riding comfort. No other car offers a rear-seat ride, as comfortable as the front-seat ride! The Cord continues to be the newest car in ease of handling. No other car has the power applied to the front wheels. This makes it the easiest to steer! The Cord continues to be the newest car in performance. No other car offers the Cord's smooth, quiet, gliding ride that is like coasting! The Cord continues to be the newest car in Safety. No other car has the Cord's low center of gravity, balanced weight, ease of maneuverability, or its reserve power for emergencies! Those glistening chrome exhaust pipes of the Super-Charged Cord are the coat of arms of motoring royalty. As other drivers race alongside, they know they can pass the Cord driver only because he consents. The Cord owner does not need to drive fast to prove his car is the champion. Everyone knows it!

CORD

AUBURN AUTOMOBILE COMPANY • CONNERSVILLE, INDIANA

Sales Standing of Commercial Cars by

	NEW ENGLAND						MIDDLE ATLANTIC			SOUTH ATLANTIC STATES									EAST NORTH CENTRAL					EAST SOUTH CENTRAL			
Standing	Maine	New Hampshire	Vermont	Massa-chusetts	Rhode Island	Connec-ticut	New York	New Jersey	Pennsylvania	Delaware	Maryland	District of Columbia	Virginia	West Virginia	North Carolina	South Carolina	Georgia	Florida	Ohio	Illinois	Indiana	Michigan	Wisconsin	Kentucky	Tennessee	Alabama	Mississippi
1	Chev. 2038	Ford 1051	Ford 768	Ford 5052	Ford 820	Chev. 2286	Ford 10676	Ford 4773	Chev. 11381	Chev. 795	Chev. 2496	Chev. 830	Chev. 5580	Chev. 3303	Chev. 5789	Chev. 2596	Ford 4748	Ford 3116	Chev. 8827	Chev. 9754	Chev. 6101	Ford 8891	Chev. 5549	Chev. 3782	Chev. 3758	Chev. 5726	Chev. 4660
2	Ford 1784	Chev. 998	Chev. 693	Chev. 4131	Chev. 673	Ford 2249	Chev. 9895	Chev. 4548	Ford 10527	Ford 446	Ford 1794	Ford 828	Ford 3842	Ford 2331	Ford 4110	Ford 1804	Chev. 4712	Chev. 2974	Ford 8426	Ford 8410	Ford 5355	Chev. 7419	Ford 4526	Ford 2668	Ford 2848	Ford 4262	Ford 3019
3	Dodge 649	Dodge 464	Dodge 317	Dodge 2240	Dodge 401	Int. 1082	Dodge 5880	Dodge 2632	Dodge 6949	Int. 160	Dodge 1114	Dodge 479	Dodge 1538	Dodge 1506	Dodge 2017	Dodge 765	Int. 1330	Dodge 1206	Dodge 5167	Dodge 4511	Dodge 3271	Dodge 4007	Dodge 2326	Int. 1615	Dodge 1742	Int. 1479	Int. 1503
4	Int. 379	Int. 278	Int. 226	Int. 1238	GMC 243	Dodge 1036	Int. 4287	Int. 1848	Int. 5535	Dodge 127	Int. 859	GMC 254	Int. 1003	Int. 1048	Int. 1357	Int. 564	Dodge 1265	Int. 1205	Int. 3643	Int. 4317	Int. 2696	Int. 1575	Int. 1806	Dodge 1582	Int. 1693	Dodge 1219	Dodge 888
5	GMC 253	GMC 137	GMC 157	GMC 952	Int. 176	GMC 463	GMC 2224	GMC 819	GMC 2344	GMC 117	GMC 401	Int. 248	GMC 535	GMC 461	GMC 452	GMC 159	GMC 439	GMC 284	GMC 1196	GMC 1141	GMC 892	GMC 1414	GMC 804	GMC 593	GMC 432	GMC 277	GMC 188
6	Reo 56	Reo 57	DiaT *29	White 237	Reo 57	Mack 232	DiaT 1025	DiaT 390	DiaT 869	Stude. 14	White 147	White 52	White 70	DiaT 134	Mack 109	White 32	DiaT 93	Willys 204	White 512	DiaT 958	DiaT 349	Reo 337	DiaT 390	DiaT 144	Fed. 166	White 77	DiaT 22
7	White 33	Mack 41	Brock *29	Mack 220	White 45	DiaT 140	Mack 931	Mack 365	White 754	Auto 13	DiaT 124	Mack 26	DiaT 58	Reo 91	DiaT 104	Ind. 25	White 75	Reo 143	DiaT 412	White 337	Stude. 236	Fed. 303	White 113	Reo 107	DiaT 110	Willys 29	Terra. *17
8	Mack 32	Fed. 27	Reo 19	Reo 219	Fed. 40	White 132	Brock 865	White 349	Mack 575	Reo 11	Mack 89	Stude. 22	Reo 39	Fed. 68	White 100	Terra. 22	Willys 66	White 73	Reo 282	Stude. 271	White 191	DiaT 163	Reo 105	White 87	White 84	Plym. 26	Reo *17
9	Stude. 24	Stew. 24	Terra. *13	DiaT 210	Mack 35	Reo 129	White 780	Brock 176	Stude. 499	Plym. 10	Auto 57	DiaT 21	Mack 36	Plym. 59	Plym. 44	Willys 21	Reo 47	DiaT 48	Stude. 260	Fed. 250	Reo 149	White 147	Plym. 98	Mack 51	Willys 61	Ind. 17	Willys 15
10	Plym. 19	Stude. 21	Mack *13	Auto 200	DiaT 32	Fed. 110	Stew. 509	Fed. 168	Reo 376	White 7	Brock 55	Brock *20	Stude. 34	White 48	Reo 39	Mack *20	Mack 41	Fed. *39	Mack 238	Reo 204	Plym. 119	Terra. 124	Stude. 74	Plym. *40	Stude. 56	Terra. 14	White 13
11	Brock 17	Ind. 20	Stude. 8	Brock 126	Stude. 24	Plym. 65	Reo 326	Auto 158	Plym. 369	DiaT *5	Reo 49	Fed. *20	Plym. 33	Stude. 32	Ind. 31	Plym. *20	Fed. 35	Mack *39	Willys 204	Plym. 169	Stew. 96	Stude. 104	Terra. 61	Stude. *40	Plym. 34	Reo 11	Plym. 12
12	DiaT 16	White 18	White 7	Fed. 105	Plym. 14	Auto *52	Auto 307	Stude. 145	Fed. 331	Mack *5	Stude. 42	Ind. *20	Auto 30	Willys 27	Terra. 24	DiaT *13	Ind. 34	Plym. 22	Ind. 165	Mack 148	Fed. 86	Plym. 78	Fed. 56	Terra. *39	Terra. 18	Mack 10	Ind. 12
13	Terra. 11	DiaT 13	Stew. 6	Stude. 100	Auto 11	Brock *52	Stude. 294	Reo 115	Brock 311	Stew. *5	Plym. 41	Auto 19	Fed. 21	Terra. 21	Fed. 16	Reo *13	Stude. 20	Terra. 20	Fed. 127	Ind. 121	Mack 83	Mack 54	Mack 43	Fed. *39	Mack 16	Stude. *8	Stude 2
14	Auto 5	Auto 11	Plym. *5	Stew. 57	Terra. 7	Stew. 37	Ind. 269	Ind. 89	Stew. 288	Brock 3	Fed. 25	Reo 8	Willys 20	Mack 18	Auto 14	Stude. 9	Plym. 18	Stude. 15	Auto 117	Terra. 81	Terra. 77	Willys 43	Ind. 21	Willys 25	Ind. 11	Fed. *8	
15	Fed. 4	Plym. 10	Willys *5	Plym. 43	Ster. *5	Ind. 35	Fed. 197	Stew. 62	Auto 268	Ind. *2	Ind. 21	Stew. 7	Brock *12	Ind. 12	Stude. *10	Fed. 3	Terra. 14	Ind. 12	Plym. 84	Willys 37	Ind. 67	Auto 11	Auto 20	Ind. 22		DiaT *8	
16	Ind. 3	Terra. *9	Fed. *4	Ster. 42	Brock *5	Stude. 31	Plym. 140	Terra. 60	Ind. 191	Terra. *2	Stew. 12	Plym. *5	Terra. *12	Brock 9	Willys *10	Auto 2			Terra. 60	Auto 36	Auto 8	Ind. 10	Ster. 16	Stew. 11		Brock 1	
17	Stew. *1	Willys *9	Auto *4	Ind. 40	Ind. 2	Terra. 29	Willys 36	Ster. 15	Terra. 76	Willys 1	Terra. 11	Terra. *5	Ind. 8	Auto 4					Stew. 54	Stew. 35		Stew. 3	Stew. *11				
18	Willys *1	Brock 6		Terra. 31	Stew. 1	Willys 20	Ster. 27	Plym. 2	Willys 56		Ster. 4	Willys 4	Stew. 4	Stew. 1					Ster. 3	Ster. 11			Willys *11				
19				Willys 3		Ster. 9	Terra. 6	Willys 1	Ster. 38		Willys 3																
	Misc. 12	Misc. 2	Misc. 5	Misc. 104	Misc. 3	Misc. 51	Misc. 485	Misc. 220	Misc. 182		Misc. 38	Misc. 72	Misc. 29	Misc. 8	Misc. 60	Misc. 23	Misc. 4	Misc. 12	Misc. 251	Misc. 332	Misc. 122	Misc. 157	Misc. 207	Misc. 25	Misc. 13	Misc. 15	Misc. 2
Total	5337	3196	2308	15350	2594	8240	39159	16935	41919	1723	7382	2940	12904	9181	14286	6091	12941	9412	30028	31123	20027	24840	16237	10870	11062	13187	10367

*Tied

Automobile Retailing Analysis Based on 1936 Survey

Compiled from Representative List of Dealers by the National Automobile Dealers Assn.

	New England	Middle Atlantic	East North Central	West North Central	South Atlantic	East South Central	West South Central	Mountain	Pacific	U. S. Total
Number of dealers reporting	67	280	214	144	90	21	34	72	153	1,075
New cars sold at retail	11,206	57,305	44,013	14,081	20,151	3,550	6,516	11,835	32,763	201,420
New cars sold at wholesale	7,143	37,419	27,432	7,610	4,260	1,976	1,511	5,093	10,994	103,438
Retail new cars sold—installment	8,546	31,857	25,074	7,870	12,898	2,566	4,241	7,962	21,599	122,613
Used cars sold at retail	18,074	95,560	70,185	27,322	34,133	6,831	12,327	17,951	48,220	330,603
Used cars sold—installment	8,243	48,010	40,744	15,978	23,116	4,888	8,600	12,151	31,525	193,255
Used cars junked	1,999	10,284	9,481	2,610	2,321	784	1,213	1,859	6,196	36,747
Used cars traded on new sales	9,743	49,439	37,800	12,539	16,677	3,321	5,704	10,012	25,394	170,629
Used cars traded on used sales	9,209	43,087	37,974	15,822	16,788	3,249	6,915	10,261	25,025	168,330
Total used cars bought	18,952	92,526	75,774	28,361	33,465	6,570	12,619	20,273	50,419	338,959
Average new car sales per dealer	167	205	206	98	224	169	192	164	214	187
Average used car sales per dealer	270	341	328	190	379	325	363	249	315	308
Average used cars bought per dealer	283	330	354	197	359	313	371	282	330	314
Per Cent Sold on Installment:										
New Cars	76.3	55.6	57.0	55.9	64.0	72.3	65.1	67.3	65.9	60.9
Used cars	45.6	50.2	58.1	58.5	67.7	71.6	69.8	67.7	65.4	58.5
All cars	57.3	52.2	57.6	57.6	66.3	71.8	68.1	67.5	65.6	59.3
Per Cent of Trade-ins and Used Car Sales:										
Trade-ins on sales of new cars	86.9	86.3	85.9	89.0	82.7	93.5	87.5	84.6	77.5	84.7
Trade-ins on sales of used cars	51.0	45.1	54.1	.57.9	49.2	47.6	56.1	57.2	51.9	50.9
Total trade-ins in per cent of new cars sold	169.1	161.5	172.2	201.4	166.1	185.1	193.7	171.3	153.9	168.3
Used cars sold in per cent of new cars sold	179.1	184.7	181.0	212.6	180.9	214.5	207.8	167.4	166.1	188.3
Used cars junked in per cent of total trade-ins	10.5	11.1	12.5	9.2	6.9	11.9	9.61	9.2	12.3	10.8
Inventories:										
New cars on hand Jan. 1, 1936	1,225	5,119	3,441	1,437	1,886	331	611	819	2,743	17,612
New cars on hand Dec. 31, 1936	1,081	3,939	2,360	1,223	1,128	228	306	723	2,337	13,325
Used cars on hand Jan. 1, 1936	1,788	9,225	6,690	2,987	3,748	845	1,172	1,683	4,579	32,717
Used cars on hand Dec. 31, 1936	2,261	11,078	7,958	3,626	3,089	611	1,197	2,260	6,164	38,244
Per cent change, new car inventory	—11.75	—23.05	—31.42	—14.89	—40.19	—31.12	—49.92	—11.72	—14.80	—24.34
Per cent change, used car inventory	+26.45	+20.09	+18.95	+21.39	—17.58	—27.69	+2.13	+34.28	+34.61	+16.89

New England—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. **Middle Atlantic**—New Jersey, New York, Pennsylvania. **East North Central**—Illinois, Indiana, Michigan, Ohio, Wisconsin. **West North Central**—Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. **South Atlantic**—Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. **Pacific**—California, Oregon, Washington. **East South Central**—Alabama, Kentucky, Mississippi, Tennessee. **West South Central**—Arkansas, Louisiana, Oklahoma, Texas. **Mountain**—Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming.

States and Geographical Divisions in 1936

	WEST NORTH CENTRAL							WEST SOUTH CENTRAL				MOUNTAIN STATES								PACIFIC STATES		
Standing	Minnesota	Iowa	Missouri	North Dakota	South Dakota	Nebraska	Kansas	Arkansas	Louisiana	Oklahoma	Texas	Montana	Idaho	Wyoming	Colorado	New Mexico	Arizona	Utah	Nevada	Washington	Oregon	California
1	Chev. 4720	Chev. 4793	Chev. 8518	Chev. 896	Chev. 1000	Chev. 2497	Chev. 4438	Chev. 3790	Chev. 3644	Chev. 5883	Chev. 15757	Chev. 1895	Chev. 1684	Chev. 951	Chev. 2921	Chev. 1915	Chev. 1248	Chev. 1150	Ford 394	Chev. 3315	Chev. 2604	Ford 9243
2	Ford 4284	Ford 3635	Ford 5420	Ford 795	Ford 847	Ford 2021	Ford 3165	Ford 3374	Ford 3166	Ford 4613	Ford 12051	Ford 1751	Ford 1435	Ford 767	Ford 2672	Ford 1253	Ford 845	Ford 1076	Chev. 375	Ford 3043	Ford 2270	Chev. 9056
3	Int. 1788	Int. 1990	Dodge 2216	Int. 532	Int. 477	Int. 1129	Int. 1447	Dodge 992	Int. 1389	Int. 1812	Int. 5088	Int. 981	Int. 676	Int. 392	Dodge 1418	Int. 621	Dodge 692	Dodge 588	Dodge 180	Dodge 1677	Dodge 1301	Dodge 6338
4	Dodge 1732	Dodge 1540	Int. 2047	Dodge 263	Dodge 407	Dodge 741	Dodge 1312	Int. 919	Dodge 998	Dodge 1532	Dodge 3845	Dodge 769	Dodge 658	Dodge 382	Int. 1125	Dodge 426	Int. 449	Int. 447	Int. 132	Int. 1263	Int. 794	Int. 3312
5	GMC 544	GMC 349	GMC 873	GMC 88	GMC 87	GMC 285	GMC 452	GMC 243	GMC 214	GMC 413	GMC 909	GMC 146	GMC 251	GMC 59	GMC 389	GMC 153	GMC 100	GMC 188	GMC 61	GMC 614	GMC 438	GMC 2493
6	DiaT 327	DiaT 292	DiaT 313	Plym. 27	Reo 37	DiaT 151	DiaT 243	DiaT 47	DiaT 101	DiaT 89	DiaT 281	DiaT 133	DiaT 55	DiaT 37	DiaT 203	DiaT 58	Reo. 37	DiaT 20	DiaT 11	Willys 139	Willys 122	Willys 692
7	White 116	Reo 82	White 143	DiaT 18	DiaT 32	Mack 40	Plym. 68	Reo 33	Willys 65	Reo 64	White 193	Terra. 83	Terra. 50	Reo 17	Terra. 66	Terra. 38	Terra. 30	Terra. 19	Reo 9	DiaT *87	Fed. 120	White 355
8	Reo 103	Plym. 74	Fed. 108	Stude. *13	Terra. *18	Plym. *31	Terra. 58	Plym. 27	Reo 44	Willys 63	Terra. 152	Reo 38	Stude. 32	Fed. *12	Reo 64	Reo 23	Stude. 25	Willys 18	Stude. *6	Mack *87	DiaT *70	Stude. 310
9	Plym. 86	Terra. *52	Mack 104	Terra. *13	Plym. *18	Reo *31	White 50	Terra. 25	White 39	White 61	Willys 122	White 33	Willys 26	Terra. *12	White 35	Willys 17	Willys 23	Stude. 17	Willys *6	Stude. 82	Terra. *70	DiaT 283
10	Stude. 83	Stude. *52	Stude. 78	Reo 11	Stude. 8	Terra. 29	Reo 39	White 12	Plym. 35	Mack 40	Ind. 104	Fed. 30	Reo 25	White 11	Fed. 33	White 16	DiaT *19	Mack *14	Mack *5	Terra. 64	Reo 57	Reo 273
11	Fed. 76	Mack 38	Plym. 76	Ind. 9	White 6	White 16	Stude. 30	Willys 7	Mack 22	Terra. 35	Reo 89	Stude. 26	White 12	Stude. 9	Plym. 25	Plym. 12	White *19	Reo *14	Terra. *5	White 57	Mack 44	Mack 195
12	Mack 50	Willys 26	Reo 59	Willys 6	Ind. 4	Stude. 9	Mack 16	Ind. 6	Ind. *4	Fed. 30	Plym. 85	Plym. 23	Ind. 9	Willys 6	Stude. 23	Ind. 5	Plym. 15	Fed. 10	Ind. *3	Reo 52	White 39	Fed. 141
13	Terra. 49	Fed. 21	Ind. 34	White 1	Mack *3	Willys 8	Fed. 15	Fed. 5	Terra. *4	Ind. 27	Mack 84	Willys 6	Plym. 8	Ind. *1	Willys 20	Stude. 2	Mack *1	White 7	Plym. *3	Plym. 48	Stude. 33	Terra. 136
14	Ind. 19	White 13	Terra. 33		Fed. *3	Fed. 7	Ind. 7	Stude. 3	Stew. 3	Plym. 17	Fed. 42	Ind. 5	Mack 4	Mack *1	Ind. 13	Mack 1	Ster. *1	Ind. *1	White *3	Ind. 47	Plym. 28	Plym. 133
15	Stew. 14	Ind. 6	Auto 16		Willys 1		Willys 6	Mack 1	Stude. 1	Stude. 8	Stude. 34	Mack *1	Fed. 2	Plym. *1	Mack 5			Plym. *1	Auto 2	Fed. 27	Ind. 18	Ind. 126
16	Willys 9	Stew. 2	Willys 12				Auto *1			Auto 3	Auto 3	Stew. *1									Ster. 1	Ster. 103
17	Auto 1		Stew. 5				Brock *1															Auto 78
18			Ster. 2																			Stew. 31
19																						Brock. 7
	Misc. 143	Misc. 34	Misc. 85	Misc. 8	Misc. 14	Misc. 1	Misc. 58	Misc. 1	Misc. 34	Misc. 49	Misc. 64	Misc. 9	Misc. 12	Misc. 3	Misc. 48	Misc. 5	Misc. 6	Misc. 1	Misc. 15	Misc. 64	Misc. 41	Misc. 351
Total *Tied	14144	12999	20142	2680	2962	6996	11406	9485	9753	14737	38903	5930	4939	2661	9060	4545	3510	3571	1210	10666	8050	33656

National 1936 Selling Trends

	Commercial Car Sales	Passenger Car Sales	Total
Dealers reporting	572	1,075	1,075
New cars sold at retail	18,838	182,582	201,420
New cars sold on installment	10,878	111,735	122,613
Used cars sold at retail	19,702	310,901	330,603
Used cars sold on installment	12,180	181,075	193,255
Used cars junked	2,761	33,986	36,747
Used cars traded on new car sales	13,801	156,828	170,629
Used cars traded on used car sales	9,442	158,888	168,330
Total used cars bought	23,243	315,716	338,959
Average new car sales per dealer	33	170	187
Average used car sales per dealer	34	289	308
Average used cars bought per dealer	39	294	314
Percentage Sold on Installment:			
New cars	57.7	61.2	60.9
Used cars	61.8	58.2	58.5
All cars	59.8	59.3	59.3
Percentage of Trade-ins and Used Car Sales:			
Trade-ins on sales of new cars	73.3	85.9	84.7
Trade-ins on sales of used cars	47.9	51.1	50.9
Total trade-ins in per cent of new cars sold	123.4	172.9	168.3
Used cars sold in per cent of new cars sold	119.2	188.9	186.3
Used cars junked in per cent of total trade-ins	11.9	10.7	10.8
Inventories:			
New cars on hand Jan. 1, 1936	1,269	16,343	17,612
New cars on hand Dec. 31, 1936	841	12,484	13,325
Used cars on hand Jan. 1, 1936	2,342	30,375	32,717
Used cars on hand Dec. 31, 1936	2,495	35,749	38,244
Per cent decrease new car inventory	—33.73	—23.61	—24.34
Per cent increase used car inventory	+6.53	+17.69	+16.89

8-Year Trend in Car Sales Operations (NADA)

	1936**	1935**	1934**	1933**	1932**	1931**	1930*	1929*
Number of Dealers Reporting	1,075	1,327	1,370	3,552	***	688	2,234	2,782
New cars sold at retail	201,420	249,592	143,843	***	***	114,376	372,682	547,302
New cars sold on installment	122,613	144,736	78,204	***	***	71,819	232,223	346,748
Used cars sold at retail	330,603	393,780	230,223	***	***	195,160	611,120	681,729
Used cars sold on installment	193,255	246,525	133,393	***	***	117,792	395,872	443,757
Used cars junked	36,747	38,236	17,527	***	***	24,671	82,730	67,046
Used cars traded on new sales	170,629	211,600	107,490	***	***	91,786	279,729	396,243
Used cars traded on used sales	168,330	216,713	108,882	***	***	91,158	299,792	309,776
Total used cars bought	338,959	428,313	216,372	***	***	182,944	579,521	708,019
Average new car sales per dealer	187	188	105	***	***	171.22	166.82	196.73
Average used car sales per dealer	308	297	168	***	***	292.16	273.55	245.05
Average used cars bought per dealer	314	323	157.9	***	***	273.87	259.41	254.30
Percentage Sold on Installments:								
New cars	60.9	58.0	54.4	56.8	54.6	62.8	62.3	62.6
Used cars	58.5	62.6	58.0	56.8	47.0	60.4	64.8	65.1
All cars	59.3	60.8	56.8	56.8	48.6	61.3	63.8	64.0
Percentage of Trade-Ins and Used Car Sales:								
Trade-ins on sales of new cars	84.7	84.8	74.7	85.8	88.7	80.2	75.1	72.5
Trade-ins on sales of used cars	50.9	55.0	47.3	51.5	47.7	46.7	49.1	45.5
Total trade-ins in per cent of new cars sold	168.3	171.6	150.4	177.5	175.6	160.0	155.5	127.1
Used cars sold in per cent of new cars sold	186.3	173.1	172.2	178.0	185.9	170.6	164.0	128.6
Used cars junked in per cent of total trade-ins	10.8	8.9	8.1	12.9	14.3	13.5	14.3	9.2
Inventories:								
New cars on hand 1/1	17,612	12,015	4,813	21,464	(2/1)	12,655	56,826	
New cars on hand 12/31	13,325	25,621	7,758	18,065	(1/31)	9,741	38,915	
Used cars on hand 1/1	32,717	33,161	19,223	50,781	(2/1)	24,497	88,319	
Used cars on hand 12/31	38,244	49,315	24,805	50,257	(1/31)	23,659	74,399	
Per cent new car inventory	—24.34	+113.24	+61.19	—15.84		—23.03	—20.27	
Per cent used car inventory	+16.89	+ 48.71	+29.04	— 1.03		— 3.42	—15.76	

*Jan. 1 to Sept. 30. **Calendar Year. ***Data not available.

Who's Who in the Automotive Industry

(*Continued from Page* 50)

McLeod, secy.; E. I. Hillyer, asst. treas.; W. H. Euchner, sales mgr., adv. mgr.; Hugh Robinson sr., chief engr.; Walter G. Griffith, pur. agt. **Adv. Agcy.**—Loomis & Hall, Miami, Fla.

C. V. S. MFG. CO., Smith and Water sts., Flint, Mich. Spark plugs. A. R. Campbell, pres., sales mgr., pur. agt., adv. mgr.; W. C. Durant, secy., vice-pres.; G. E. Boysen, treas., vice-pres.; G. Braley, fact. mgr.; G. R. Smith, chief engr. **Adv. Agcy.**—Rolfe C. Spinning, Detroit.

D

DALL MFG. CO., Inc. Henry st. and Pa. R. R., Cleveland. (Mailing address: P. O. Station D). Pistons, cylinder sleeves, engine castings, piston skirt adjuster-expanders. L. A. Dall, pres., sales mgr.; K. M. Wilmore, secy., pur. agt., chief engr.; W. M. Ballette, treas., adv. mgr. **Det. Rep.**—W. E. Arnodd, Rye Beach, Huron, O. **Adv. Agcy.**—Van Auken Ragland, Inc., Daily News Plaza, Chicago.

DALTON & BALCH, INC., 2333 S. Michigan ave., Chicago, Ill. Timing gears, timing chains, couplings. J. H. Balch, pres., treas., gen. mgr.; C. L. Peterson, secy.; A. H. Babin, sales mgr.; P. Jachim, chief engr.; E. Staske, pur. agt.

DANLY MACHINE SPECIALTIES, Inc., 2130 S. 52nd ave., Cicero, Ill. Die sets and die makers' supplies. R. C. Danly, pres.; P. H. Danly, vice-pres., sales mgr.; W. J. Barz, secy.-treas.; V. S. French, pur. agt.; G. I. Danly, chief engr. **Det. Rep.**—J. P. Lengfelder, 1549 Temple ave. **Adv. Agcy.**—Buchen Co., Daily News bldg., Chicago.

DARDELET THREADLOCK CORP., 55 Liberty st., New York. License mfgrs. to produce set and cap screws, machine bolts, track bolts, rivet-bolts, study, etc. Arthur F. Hebard, pres.; Charles J. Gass, secy.; Milton W. Blackmar, treas.; C. G. Thoms, adv. mgr. **Det. Rep.**—Hugh M. Paxton, 424 Book bldg., Detroit. **Adv. Agcy.**—E. M. Freystadt Associates, 570 Lexington ave., New York.

DAVEY COMPRESSOR CO., Inc., 230 N. Water st., Kent, O. Air compressor: portable and stationary, driven from truck engine through power take-off; truck power take-offs for operation of driven equipment from truck engines. Paul H. Davey, pres., treas.; K. W. Cooke, secy.; M. L. Gibson, sales mgr.; W. W. Warner, chief engr.; W. C. Myers, pur. agt. **Det. Rep.**—W. E. Phillips, 7279 Artesian st., Detroit.

DAYTON RUBBER MFG. CO., W. Riverview ave., Dayton, O. Fan belts, industrial v-belts, special mechanical rubber products, tires. A. L. Freedlander, pres., gen. mgr.; C. E. Hooven, secy.; E. A. Baker, treas.; K. E. Glanton, vice-pres. and mgr. mech. sales; E. Eisbrouch, tire sales mgr.; A. C. Sigmon, chief engr.; J. C. Cunningham, pur. agt.; R. L. Wetzel, adv. mgr. **Det. Rep.**—F. C. Murray, 2970 W. Grand blvd. **Adv. Agcy.**—Geyer, Cornell & Newell, Inc., Third Natl. bldg., Dayton, O.

DAYTON STEEL FDY. CO., 1378 Miami-Chapel rd., Dayton, O. Cast steel wheels, cast alloy iron brake drums, fifth wheels, electric steel castings. Geo. Walther, pres., sales mgr.; S. A. Macy, secy.-treas.; Jacob Walther, gen. mgr. E. L. Miller, chief engr.; J. A. Graham, pur. agt.

DAYTON WHEEL CO., P. O. Box 991, Dayton, O. Ford and Chevrolet replacement wire wheels, racing wheels and hubs, trailer axles. A. N. Wilcox, pres., gen. mgr.; J. F. Dobbins, secy.; C. L. Miller, treas.

DECOVATOR SCAFFOLDING CORP., 2988 E. Grand blvd., Detroit. Scaffolding, maintenance equipment, mill supplies, spray equipment. Nolan S. Black, pres., gen. mgr.; Scott E. Lamb, secy.-treas.; A. E. Copley, sales mgr.

DEFIANCE CARRIAGE & BODY CO., Perry & Gorman sts., Defiance, O. Utility trailers, stake rack bodies. John Roedel, secy.-treas.

DEFIANCE PRESSED STEEL CO., Cheney and Otis sts., Marion, O. General contract stampings, automobile hot water heaters, spring covers, beer and milk bottle cases (metal), automobile steering wheel inserts. E. L. Herbolsheimer, pres., gen. mgr. and sales mgr.; O. P. Bereit, secy.-treas., pur. agt.; V. H. Cope, chief engr.; H. J. Smith, adv. mgr., asst. pur. agt. **Det. Rep.**—W. H. Bretzlaff, 2474 W. Boston blvd.

DEFIANCE SPARK PLUGS, Inc., 323 20th st., Toledo. Spark plugs. Raymond P. Lipe, pres.; L. L. Siegfried, vice-pres. in charge of sales; G. W. Churchman, vice-pres., pur. agt.; W. C. Lok, asst. secy.; L. DeBoudo, export mgr.; R. J. L. Dutterer, chief engr. **Adv. Agcy.**—Sun Adv. Co., 2325 Madison ave., Toledo.

DELANY & CO., Inc., Tacony, Philadelphia. Dry glue and curled hair. Howard S. Delaney, pres., treas.; Wm. D. Whitaker, vice-pres., secy.; Wesley Howard, pur. agt. Walter Shreve, chief engr. **Det. Rep.**—J. J. Cleary, care Detroit Athletic Club.

DELCO APPLIANCE Div. Gen. Motors Corp. 391 Lyell ave., Rochester, N. Y. Fractional horsepower motors for automobile heaters and windshield fans, vibrators for automobile radio, speedometers. E. A. Halbleib, gen. mgr. J. C. Halbleib, sales mgr.; W. H. Hutchins, chief engr.; C. E. Spieler, pur. agt.; D. M. Gardiner, adv. mgr. **Det. Rep.**—H. H. Leonard, 13-101 General Motors bldg. **Adv. Agcy.**—Hughes, Wolff & Co., Rochester, N. Y.

DELCO APPLIANCE CORP., Rochester, N. Y. Speedometers, vibrators for auto radios, 6 and 12 volt motors for car heaters. E. A. Halbleib, pres., gen. mgr.; T. L. Lee, vice-pres., fcty. mgr.; J. C. Halbleib, dir. sales; G. M. Rinker, compt.; C. E. Spieler, pur. agt.; W. H. Hutchins, chief engr. **Det. Rep.**—H. H. Leonard, General Motors bldg.

DELCO BRAKE DIVISION, Dayton, O. (General Motors Corp.) R. H. Ahlers, general mgr.; Olaf Rasmussen, chief engr.

DELCO PRODUCTS CORP., 329 E. First st., Dayton, O. Shock absorbers. F. H. Prescott, pres., gen. mgr.; W. C. Reese, treas.; R. A. Wilkinson, sales mgr.; P. H. Rutherford, chief engr.; F. J. O'Donnell, pur. agt; J. N. Tilbrook, adv. mgr. **Det. Rep.**—C. V. Williams. **Adv. Agcy.**—Campbell-Ewald Corp.

DELCO-REMY, Div. General Motors Corp. Anderson, Ind. Starting (electric), automotive generators, generator relays and regulators, ignition distributors, coils, horns storage batteries, automatic carburetor controls, switches (ignition, starting, lighting, foot dimmer), locks (ignition, door, etc.), wiring harness. F. C. Kroeger, gen. mgr.; A. G. Phelps, sales mgr.; R. M. Critchfield, chief engr.; H. E. Nye, pur. agt.; Foust Childers, adv. mgr. **Det. Rep.**—J. H. Bolles, Delco-Remy Div., General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co., Detroit.

DELPHI BODY WORKS, 313 S. Washington, Delphi, Ind. All-steel school bus bodies, custom built commercial bodies. W. H. Bradshaw, R. G. Bradshaw, C. R. Bradshaw, partners.

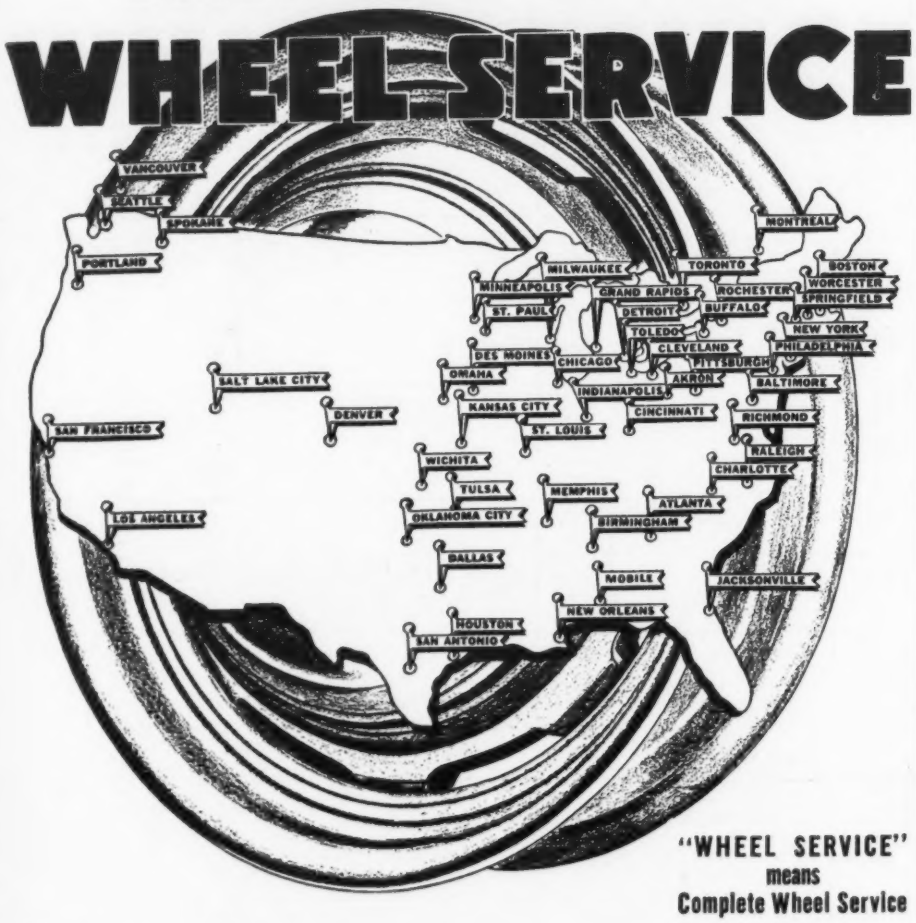
DELTA ELECTRIC CO., 33rd and Nebraska, Marion, Ind. Plugs, sockets, switches, connectors, electric flares, electric lanterns. W. B. Stephenson, pres., gen. mgr.; L. F. Cole, secy., sales mgr., pur. agt.; D. D. Wellman, treas., adv. mgr.; L. M. Wiley, chief engr. **Det. Rep.**—Geo. A. Maher, 2-244 General Motors bldg. **Adv. Agcy.**—Lamport, Fox & Co., South Bend, Ind.

DELTA OIL PRODUCTS CO., Teutonia ave. and Mill rd., Milwaukee, Wis. Manufacturers of automotive, industrial oil, greases and compounds; core oils, core washes, cutting oils, drawing compounds and anti-rust compounds. J. A. Gitzen, pres.; Herbert Schmidt, secy.-treas. **Det. Rep.**—R. G. Walker, 17 Richton ave., Detroit. **Adv. Agcy.**—J. A. Cormack, Milwaukee, Wis.

DESMOND-STEPHAN MFG. CO., 371 South Walnut st., Urbana, Ohio. Grinding whee

(*Continued on Page* 68)

NATION WIDE WHEEL SERVICE



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Special wheels for trucks, to increase operating efficiency.

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Ariz.—Motor Rim & Wheel Service, L. Angeles

Ark.—Borbein, Young & Co., Memphis
Southwest Wheel & Rim Co., Dallas

Calif.—Motor Rim & Wheel Service, L. Angeles
Motor Rim & Wheel Service, San Francisco

Canada—Gen'l Automobile Equipment, Montreal
Wheel & Rim Co. of Canada, Toronto
Standard Equipment, Ltd., Vancouver

Colo.—Quinn & McGill Motor Supply, Denver

Conn.—Harvey Sales & Service, Providence
Wheels, Inc., New York

Del.—United Equipment, Inc., Philadelphia

D. of C.—R. W. Norris & Sons, Baltimore

Fla.—Southeast Wheel & Rim Co., Jacksonville

Ga.—Harris Automotive Service, Atlanta
Southeast Wheel & Rim Co., Jacksonville

Idaho—Henderson Rim & Wheel Service, Salt Lake City
Bearing, Rim & Supply, Spokane, Wash.

Illinois—Stone Mfg. Co., Chicago
Borbein, Young & Co., St. Louis

Ind.—Rim & Wheel Service, Inc., Cincinnati
Indiana Wheel & Rim, Indianapolis
Stone Mfg. Co., Chicago

Iowa—Stone Mfg. Co., Chicago
Des Moines Wheel & Rim Co., Des Moines
Morgan Wheel & Equipment Co., Omaha

Kan.—Borbein, Young & Co., Kansas City, Mo.
Borbein, Young & Co., Wichita, Kan.

Ky.—Auto Wheel & Rim Service, Louisville
Borbein, Young & Co., Memphis
Rim & Wheel Service, Inc., Cincinnati
Harris Automotive Service, Atlanta

La.—Auto Painting & Repairing, New Orleans
Southwest Wheel & Rim Co., Dallas

Maine—Harvey Sales & Service, Boston

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Mass.—Harvey Sales & Service, Boston

Mich.—Rim & Wheel Service Co., Detroit
Rim & Wheel Service Co., Grand Rapids
Stone Mfg. Co., Milwaukee

Minn.—Pioneer Rim & Wheel Co., Minneapolis

Miss.—Auto Painting & Repairing Co., New Orleans
Borbein, Young & Co., Memphis

Mo.—Borbein, Young & Co., St. Louis
Borbein, Young & Co., Kansas City

Mont.—Bearing Rim Supply Co., Spokane
Pioneer Rim & Wheel Co., Minneapolis

Neb.—Morgan Wheel & Equipment Co., Omaha
Quinn & McGill Motor Supply Co., Denver

Nev.—Motor Rim & Wheel Service, Los Angeles
Motor Rim & Wheel Service, San Francisco

New Hamp.—Harvey Sales & Service, Boston

N. J.—Wheels, Inc., Newark
United Equipment, Inc., Philadelphia

New Mex.—Southwest Wheel & Rim Co., Dallas
Southwest Wheel & Rim Co., San Antonio
Quinn & McGill Motor Supply, Denver

N. Y.—Wheels, Inc., New York
Colburn Wheel & Rim Service, Syracuse
Frey the Wheelman, Inc., Rochester
Frey the Wheelman, Inc., Buffalo

N. Car.—Carolina Rim & Wheel Co., Charlotte
Dixie Wheel Co., Richmond

N. Dak.—Pioneer Rim & Wheel Co., Minneapolis

Ohio—Motor Rim Mfrs., Cleveland
Motor Rim Mfrs., Akron
Motor Units, Inc., Toledo
Rim Wheel Service, Inc., Cincinnati

Okla.—Southwest Wheel & Rim Co., Okla. City

Ore.—Motor Rim & Wheel Serv., San Francisco

Penna.—United Equipment, Inc., Philadelphia
Wheels, Inc., New York
Joseph Woodwell Co., Pittsburgh

R. I.—Harvey Sales & Service, Providence

S. Car.—Carolina Rim & Wheel, Charlotte, N. C.
Harris Automotive Service, Atlanta

S. Dak.—Pioneer Rim & Wheel Co., Minneapolis
Morgan Wheel & Equipment Co., Omaha
Quinn & McGill Motor Supply, Denver

Tenn.—Borbein, Young & Co., Memphis
Harris Automotive Service, Atlanta

Texas—Southwest Wheel & Rim, Dallas
Southwest Wheel & Rim, Houston
Southwest Wheel & Rim, San Antonio

Utah—Henderson Rim & Wheel Service, Salt Lake City

Vt.—Harvey Sales & Service Co., Boston

Va.—R. W. Norris & Sons, Baltimore
Dixie Wheel Co., Richmond

Wash.—McAlpin-Schreiner Co., Seattle
Bearing Rim & Supply Co., Spokane

W. Va.—Joseph Woodwell Co., Pittsburgh
Rim & Wheel Service, Cincinnati
R. W. Norris & Sons, Baltimore

Wisc.—Stone Mfg. Co., Milwaukee
Pioneer Rim & Wheel Co., Minneapolis

Wyo.—Quinn & McGill Motor Supply, Denver
Henderson Rim & Wheel Service, Salt Lake City

KELSEY-HAYES WHEEL COMPANY
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Many purchasers will thank you for the reminder, and they pay you substantial profits for these tubes that rid blowouts of their greatest risk.

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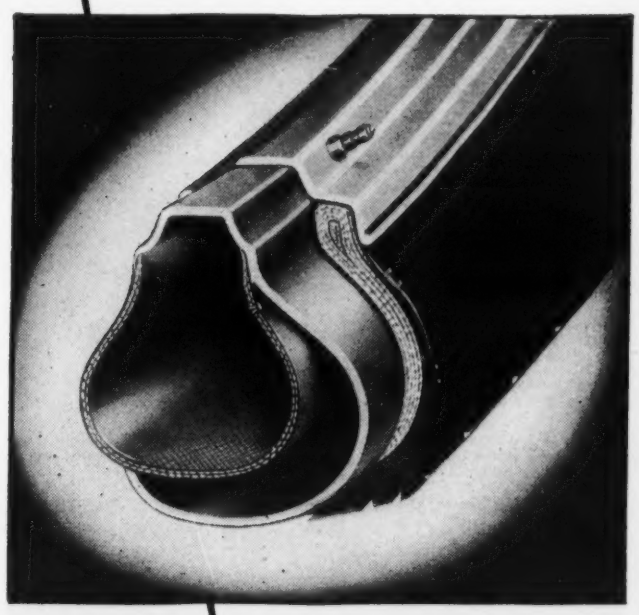
But don't let the extra profits escape *your* mind. Every time you sell a car suggest Goodyear LifeGuard Tubes—*get that easy money!*



It's a reserve tire within a tube. The outside tube can blow—but the inner tire with its reserve cushion of air supports the blown casing—and the car may be slowed down to a safe, smooth, straight stop.

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Who's Who

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dressers, machinists' vises, diamond tools, belt dressing. George McConnell, pres.; H. B. Milne, secy.; R. S. McConnell, gen. mgr., adv. mgr.; C. N. Kohler, pur. agt. **Det. Rep.**—Harland-Robertson Co., 1230 W. Lafayette blvd.

DESOTO MOTOR CORP., a division of Chrysler Corp., 6000 Wyoming ave., Detroit, Mich. DeSoto passenger cars. W. P. Chrysler, chairman of the board, Byron C. Foy, pres.; H. L. Weckler, vice-pres. and gen. mgr.; L. G. Peed, vice-pres.; D. M. Herrick, asst. to the pres.; J. B. Wagstaff, gen. sales mgr.; R. M. Rowland, asst. gen. sales mgr.; Karl A. Bronson, advtg. mgr. and sales promotion; J. F. Boyd, dir. of regions; J. L. Ballard, dir. of distribution; H. H. Dowdy, dir. of service; Geo. Humford, operating mgr. **Adv. Agcy.**—J. Stirling Getchell, Inc., 405 Lexington ave., New York, N. Y.
(See display advertising index)

DETROIT ALUMINUM and BRASS CORP., 3975 Christopher ave., Detroit, Mich. Bearings: steel back babbitt lined, bronze back babbitt lined; bushings: steel back babbitt lined, cast bronze; brass castings; bronze bars, cored or solid. L. G. Hooker, pres., gen. mgr., sales mgr.; Jerome J. Frank, secy., pur. agt.; Harry Frank, treas.; Wm. Cooper, chief engr.

DETROIT BRONZE BUSHING CO., 1081 Beaufait, Detroit. Bronze bushings, seal rings, bar stock, copper welding tips. D. O. Stevenson, pres.

DETROIT COVER CO., 3420 W. Fort st., Detroit. Metal trimmed tire covers, spring covers, radiator grille covers, radiator insect screens, seat covers, sun visors, tool bags, fender, steering wheel and cowl covers, foot hassocks. T. J. McCormick, pres., gen. mgr., sales mgr.; L. M. McCormick, secy.-treas.; R. R. Crocker, chief engr.; E. H. Oppatt, pur. agt. **Det. Rep.**—A. O. Duchemin, 3420 W. Fort st.

DETROIT GEAR & MACHINE, Div. of Borg-Warner Corp., 670 E. Woodbridge st., Detroit. Howard E. Blood, pres.; G. D. Donaven, vice-pres., gen. mgr.; H. H. Whittingham, vice-pres.; John Park, secy.-treas.; Seth Klein, sales mgr., trans. div.; W. H. McKiggan, dir. pur.

DETROIT GRAY IRON FDRY. CO., 6403 Wight st., Detroit. Hugh Martin, pres.; Carl Erdman, vice-pres.; Howard Colby, secy.-treas.; Ted Hill, sales mgr.; Sidney Wyatt, pur. agt.; Herman Kluender, chief engr.; L. Grant Hamilton, adv. mgr. **Adv. Agcy.**—Martin, Inc., 1019 Fox Theatre bldg.

DETROIT NUT CO., Inc., Hubbard ave. and M. C. R. R., Detroit. Milled from bar nuts. E. J. Quinn, pres.; C. J. Eberhardt, secy.-treas.; R. E. Wing, vice-pres.; H. de Vries, sales mgr.; R. E. Hinchberger, pur. agt.; A. Patch, chief engr.

DETROIT PLATING INDUSTRIES, 1033-43 Mt. Elliott ave., Detroit. Decorative plating, rust-proofing of metals and manufacturer of acorn or capped nuts. Richard E. Bava, pres.; Henry A. Molt, vice-pres., sales mgr.; C. S. Black, secy.-treas., pur. agt.

DETROIT REX PRODUCTS CO., 13005 Hillview ave., Detroit. Alkali cleaning compounds, degreasing machines and solvents, cleaning compounds, alkali; solvent machines and solvents, oil and grease removers, metal cleaning compounds and solvents, machinery, degreasing. Robert A. Emmett, pres.; G. E. Powers, secy.-treas., pur. agt.; W. W. Davidson, vice-pres., sales mgr.; C. P. Dinley, vice-pres., chief engr.; G. W. Walter, adv. mgr.

DETROIT STEEL PRODUCTS CO., 2250 E. Grand blvd., Detroit. Springs, windows, roof deck. V. F. Dewey, pres.; M. P. Rumney, vice-pres.; H. F. Wardwell, vice-pres.; W. C. Owen, vice-pres., factory mgr.; C. R. Raquet, vice-pres., sales mgr. of window div.; E. R. Ailes, secy.-treas.; F. E. Badger, spring sales mgr.; S. P. Hess, chief engr.; T. J. Donnelly, pur. agt. **Adv. Agcy.**—Fuller, Smith & Ross, Cleveland.
(See display advertising index)

DE VILBISS CO., Toledo, O. Spray painting equip., spray booths and exhaust equip., air compressors, hose and hose connections, lubricating spray guns. A. D. Gutchess, pres.; F. A. Bailey, vice-pres., gen. mgr.; W. F. Gradolph, vice-pres. in chge of sales; W. W. Conklin, secy-treas.; R. A. Guyer, sales mgr.; R. W. Witchener, pur. agt.; H. C. Lambert, chief engr.; B. C. Gardner, sales prom. **Det. Rep.**—H. C. Cunningham, Detroit branch mgr., 2865 E. Grand blvd. **Adv. Agcy.**—Sun Adv. Co., Toledo, O.

HERMAN A. DeVRY, Inc., 1111 Armitage ave., Chicago. Motion picture, sound equipment. Herman A. DeVry, pres.; E. B. DeVry, secy.; Wm. DeVry, sales mgr.; J. Gobat, pur. agt.; A. P. Hollis, adv. mgr. **Det. Rep.**—J. Norman, Hollenden hotel.

DIAMOND CHAIN & MFG. CO., 402 Kentucky ave., Indianapolis, Ind. Roller type timing chains, finished steel roller chains, sprockets, flexible shaft couplings. G. A. Wainwright, pres., gen. mgr.; D. R. Hodges, secy.-treas.; W. B. Hainlup, sales mgr.; G. G. Mize, chief engr.; C. R. Ramage, pur. agt.; H. L. Martin, adv. mgr. **Det. Rep.**—R. A. Schakel, 402 Kentucky ave., Indianapolis. **Adv. Agcy.**—Kirkgasser-Drew, Inc., Wrigley bldg., Chicago.

DIAMOND T MOTOR CAR CO., 4517 W. 26th st., Chicago Motor trucks. C. A. Tilt, pres., treas., gen. mgr., body engr.; S. A. Cook, secy.; E. J. Bush, sales mgr.; C. A. Peirce, chief engr., prod. mgr.; H. C. Emberson, pur. agt.; W. S. Baldwin, adv. mgr., sales prom. mgr.; E. S. Potter, mgr. special equip.; C. M. Wynne, export sales mgr.; H. MacEvoy, serv. mgr.; J. L. Kricki, asst. sales mgr. **Adv. Agcy.**—Roche, Williams & Cunnyngham, Inc., Chicago.
(See display advertising index)

DICKEY-GRABLER CO., 10302 Madison ave., Cleveland. Metal stampings, dies, marking devices. D. A. Miller, treas.; W. J. Primrose, sales mgr., pur. agt.

DIETZ CO., R. E., 60 Laight st., New York. Lighting equipment for motor vehicles, headlights, stop and tail lights, fog and road lights, direction indicators, marker and clearance lights, flares and flare kits. Robert E. Dietz, pres., gen. mgr.; Arthur W. Carr, secy.-treas.; S. F. Woodall, sales mgr.; asst. secy.; R. A. Currie, chief engr.; C. F. Marchant, pur. agt.; A. M. Stockman, adv. mgr. **Adv. Agcy.**—A. M. Stockman Advertising Agency, 30 Vesey st., New York City.
(See display advertising index)

DILL MFG. CO., 700 E. 82nd st., Cleveland. Auto tire valves, parts and accessories, misc. screw and stamping machine products. A. P. Williamson, pres., treas.; A. E. Bronson, vice-pres., secy.; E. F. Tobold, vice-pres.; L. F. Body, sales mgr.; J. C. Crowley, chief engr.; C. W. Bonifield, pur. agt.; A. A. Sump, adv. mgr. **Det. Rep.**—F. W. Bates, 413 Stephenson bldg. **Adv. Agcy.**—McDaniel-Fisher, Speiman, Inc., Akron, O.

DITZLER COLOR CO., 8000 W. Chicago blvd., Detroit. Automotive finishing materials, lacquers, enamels, striping materials, thinners, undercoats, baking enamels. E. R. Hoag, pres.; Wm. T. Utley, secy., pur. agt.; A. J. Kant, treas.; Wm. H. Hogben, sales mgr. ind. div.; Neil A. Fleming, sales mgr. distributors div., adv. mgr. **Adv. Agcy.**—Fred M. Randall Co., Detroit.
(See display advertising index)

DIBBLE COLOR CO., 1497 E. Grand blvd., Detroit. Lacquer, paints, enamels. Fred T. Dibble, pres.; R. A. Pulfer, secy.-treas.
(See display advertising index)

DIVCO-TWIN TRUCK CO., 12801 E. Jefferson ave., Detroit. Delivery truck units; specialized door-to-door delivery; milk, bakery, laundry, department store vehicles. John Nicol, pres., gen. mgr.; Jas. H. Spencer, secy.; J. J. Daniels, treas.; Ray A. Long, vice-pres. in chge. of sales; L. D. Mead, chief engr.; C. B. Tetzloff, pur. agt. **Det. Rep.**—John M. Nicol II, 12801 E. Jefferson ave. **Adv. Agcy.**—Frederick M. Lawrence, Detroit.

DIXIE MFG. CO., Inc., Jackson, Miss. Tube repair kits, gasket shellac, radiator solder, rubber cement, boots. L. W. Robertson, pres.; W. A. Todd, vice-pres.; Robert Melle, secy.-treas.

DIXIE ROAMER TRAILER CO., 7902 Florida ave., Tampa, Fla. House trailers. Carl Orcott, owner.

DOANE MOTOR TRUCK CO., 428 Third st., San Francisco, Cal. Semi trailers. Frank H. Doane, pres.; A. E. Doane, secy.; E. F. Fay, treas.

DODGE BROTHERS (Britain) LTD., London, England. Dodge passenger cars and trucks. Benjamin King, chairman of the board; William Wallace, sales mgr.; T. N. Treen, advtg. mgr.; F. H. Orpin, secy. **Adv. Agcy.**—Erwin, Wasey & Company.

DODGE BROTHERS CORP., a division of Chrysler Corp., 7900 Joseph Campau ave., Detroit, Mich. Dodge passenger cars, Dodge commercial cars, trucks. W. P. Chrysler, chairman of the board; K. T. Keller, pres.; W. J. O'Neil, vice-pres. and gen. mgr.; F. J. Lamborn, vice-pres. in chg. mfg.; D. A. Samson, operating mgr.; A. vanDerZee, gen. sales mgr.; L. J. Ouellette, exe. asst.; E. J. Pong, dir. of mdse. and advtg.; J. D. Burke, dir. of truck sales; H. J. New, dir. of dist.; W. R. Bamford, dir. of service. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., 405 Lexington ave., New York, N. Y.
(See display advertising index)

DOLE VALVE CO., 1901-1941 Carroll ave., Chicago. Brass fittings, thermostats, draft deflectors. Andrew R. Dole, pres.; John L. Dole, secy., gen. sales mgr.; Fred H. Tweed, treas.; John Swift, chief engr.; Wm. H. Dimpelfeld, pur. agt.; Stuart G. Phillips, adv. mgr. **Det. Rep.**—R. M. Ellis, 2-137 General Motors bldg. **Adv. Agcy.**—Evans Associates, Chicago.
(See display advertising index)

DORMAN STAR WASHER CO., 1004 Sycamore st., Cincinnati, O. Bolts and washers. J. R. Dorman, pres., treas.; H. B. Dorman, secy.; Edw. Knoth, sales mgr. **Det. Rep.**—Jack Weissman, 1140 Pratt blvd., Chicago, Ill.

DOUGLAS, H. A., CO., Bronson, Mich. Light control systems complete, including switches, sockets, terminal plugs, wire connections. H. A. Douglas, pres.; M. F. Douglas, vice-pres.; A. M. Douglas, secy.; Wm. Schmid, treas., chge. eng.; C. C. Scribner, pur. agt.; Thos. Drury, sales and adv. mgr. **Adv. Agcy.** — Holden, Graham & Clark, Inc., Detroit.

DOUGLAS LOMASON CO., 5836 Lincoln ave., Detroit. Automobile hardware, rolled sections, stampings, windshields, radiator grilles. H. A. Lomason, pres., treas., gen. mgr.; W. M. Chapman, secy.; T. S. Hough, sales mgr.; H. W. Finzel, chief engr.; J. W. Baker, pur. agt.; O. A. Peterson, adv. mgr. **Det. Rep.**—T. S. Hough, 5836 Lincoln ave.

DOW CHEMICAL CO., Midland, Mich. Magnesium alloys, caustic soda, carbon tetrachloride, perchlorethylene. Willard H. Dow, pres., gen. mgr.; Earl W. Bennett, secy.-treas.; Leland I. Doan, sales mgr.; L. J. Richards, chief engr.; J. E. LeFevre, pur. agt.; W. F. Stumpfig, adv. mgr. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit.

DRIVER-HARRIS CO., 201 Middlesex st., Harrison, N. J. Alloys: nickel-chromium alloys; castings for heat resisting purposes; alloys for spark plugs, special nickel alloys; heat resisting alloys; corrosion resisting alloys. F. L. Driver, pres., gen. mgr.; S. M. Tracy, secy., treas.; F. V. Lindsey, sales mgr.; H. German, chief engr.; E. A. Harleman, pur. agt.; G. V. Corbett, adv. mgr. **Det. Rep.**—W. E. Blythe, 638 New Center bldg.

DRY-ZERO CORP., Merchandise Mart, 222 N. Bank dr., factory 930 N. Halsted st., Chicago, Ill., Buchanan, Mich. Insulation and sound-deadening. Harvey B. Lindsay, pres.; Jas. J. Hagan, secy.; N. S. McKay, chmn. and treas.; L. M. Cunningham, gen. mgr.; C. Duff Stevens, Mgr. transport div.; C. Hunter Lindsay, chief engr.; D. J. Powers adv. mgr. **Adv. Agcy.**—M. Glen Miller, 8 South Michigan ave., Chicago, Ill.

(*Continued on Next Page*)

ASK THE MAN

100,000 GASOLINE DEALERS SAY

Here are 127 oil refining companies in the United States and Canada which supply more than 10,000 jobbers and 100,000 dealers with best-grade gasoline sold at pumps marked "Ethyl" on the globe or on the base.

IN UNITED STATES

Aetna Oil Service, Inc.
Allegany Refiners, Inc.
Allegheny-Arrow Oil Co.
American Oil Co.
Anderson-Prichard Refining Corp.
Arkansas Fuel Oil Company
Arro Oil & Refining Co.
Ashland Oil & Refining Co.
Atlantic Refining Co.
Atlas Pipeline Corp.
Barnsdall Refining Corp.
Bell Oil & Gas Co.
Bradford Oil Refining Co.
E. R. Bush Oil Co.
Caminol Company, Ltd.
Canfield Oil Co.
Chalmette Petroleum Corp.
Champlin Refining Co.
Cities Service Oil Co.
Colonial Beacon Oil Co.
Col-Tex Refining Co.
Continental Oil Co.
Continental Refining Co.
Crystal Oil Refining Corp.
Cushing Refining & Gasoline Co.
Deep Rock Oil Corp.
Derby Oil Co.
Esson Oil Co.
El Dorado Refining Co.
Elk Refining Co.
Empire Oil & Refining Co.
Fleet-Wing Corp.
Freedom Oil Works Co.
General Petroleum Corp. of California
Gilmore Oil Co.
Globe Oil & Refining Co.
Gulf Oil Corp.
Hancock Oil Co. of California
Hickok Oil Corp.
Home Oil & Refining Co.
Humble Oil & Refining Co.
Hurricane Petroleum Corporation
Independent Refining Co.
Indian Refining Co.
Johnson Oil Refining Co.
Kanotex Refining Co.
Kendall Refining Co.
Lamonia Refining Corp.
Lion Oil Refining Co.
MacMillan Petroleum Corp.
Magnolia Petroleum Co.
Mid-Continent Petroleum Corp.
National Refining Co.
Ohio Oil Co.
Oil Creek Refining Co.
Omar Refining Co.
Pan American Petroleum Corp.
Panhandle Refining Co.
Pennsylvania Oil Products Refining Co.
Pennsylvania Refining Co.
Pennzoil Co.
Petrol Corporation
Phillips Petroleum Co.
Pure Oil Co.
Quaker State Oil Refining Corp.
Refiners, Inc.
Republic Oil Refining Co.
Richfield Oil Co. of California
Richfield Oil Corp. of New York
Rio Grande Oil Co.
Rock Island Refining Co.
Rodessa Oil & Refining Corp.
Root Petroleum Co.
St. Helen's Petroleum Co., Ltd.
Seaside Oil Co.
Shell Oil Co.
Shell Petroleum Corp.
Shell Union Oil Corp.
Signal Oil Co.
Sinclair Refining Co.
Skelly Oil Co.
Socony-Vacuum Oil Co. Inc.
Lubrite Division
White Eagle Division
White Star Division
Standard Oil Co. of California
Standard Oil Co. (Indiana)
Standard Oil Co. (Kentucky)
Standard Oil Co. of Louisiana
Standard Oil Co. (Nebraska)
Standard Oil Co. of New Jersey
Standard Oil Co. (Ohio)
Standard Oil Co. of Pennsylvania
Standard Oil Co. of Texas
Standard Oil of New York
Stoll Oil Refining Co.
Sunset Oil Co.
Texas Company
Texas Pacific Coal & Oil Co.
Tide Water Associated Oil Co.
Tri-State Refining Co.
Union Oil Co. of California
United Refining Co.
Utah Oil Refining Co.
Valvoline Oil Co.
Vickers Petroleum Co.
Viking Distributing Co.
Wadhams Oil Co.
Waggoner Refining Co., Inc.
Warner-Quinlan Co.
H. F. Wilcox Oil & Gas Co.
Wirt Franklin Petroleum Corp.
Wolverine-Empire Refining Co., Inc.
Yale Oil Corp.

IN CANADA

Bell Refining Co. Limited
British American Oil Company, Ltd.
Canadian Oil Companies, Ltd.
Champlain Oil Products, Ltd.
Cities Service Oil Co., Ltd.
Home Oil Distributors, Ltd.
Imperial Oil, Ltd.
McColl-Frontenac Oil Co., Ltd.
North Star Oil, Ltd.
Shell Oil Co. of British Columbia, Ltd.
Shell Oil Co. of Canada, Ltd.
Standard Oil Co. of British Columbia, Ltd.
Union Oil Co. of Canada, Ltd.

Who's Who

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DUAL DRIVE CO., 1249 67th st., Oakland, Calif. Dual drive for all trucks. G. A. Eichelberger, owner.

DUBY CO., JOHN F., 744 Gallivan blvd., Dorchester, Mass. Wheel aligning gauge scuff gauge, camber gauge, axle press, axle tilt gauge. J. F. Duby, owner.

DUESENBERG, Inc., 1511 W. Washington st., Indianapolis, Ind. Duesenberg automobiles. C. L. Bush, pres., gen. mgr.; G. G. Johnson, secy.; B. O. Snepp, treas.; Donn P. Hogan, sales mgr.; Geo. H. Beilstein, pur. agt. Adv. Agcy.—P. P. Willis Corp., Chicago.

DUNN MFG. CO., Clarinda, Ia. Wind-Electric plants. W. G. Dunn, pres., gen. mgr., sales mgr., adv. mgr.; P. A. Dunn, secy.-treas.; J. H. Dunn, chief engr.; E. H. Smith, pur. agt.

DUNN TEXTILE CO., 862 Maccabees bldg., Detroit, Mich. Automobile fabrics. F. L. Dunn, pres.; W. A. Dunn, secy.; T. L. Dunn, vice-pres.; F. L. Dunn, jr., textile engr.

(See display advertising index)

DUPLEX TRUCK CO., Hazel st., Lansing, Mich. Heavy duty motor trucks. A. Langenbacher, pres.-treas.; George A. Schell, secy., pur. agt.; A. C. Pratt, gen. mgr.; B. F. Wright, chief engr.

E. I. du PONT de NEMOURS & CO., Inc., Fabrikoid Div., Newburgh, N. Y. Auto top material (rubber); auto upholstery material (rubber and pyroxylin); auto curtain material (pyroxylin); radiator winter front material (rubber and pyroxylin); auto spring cover material; carpet underlay; weather-stripping; coated diaphragm fabrics for vacuum operated devices; sheet stock. E. M. Flaherty, div. mgr.; E. S. Nickerson, sales dir.; W. S. Lynch, pur. agt.; Paul W. Sampson, adv. mgr. Det. Rep. T. A. Nalle, Gen. Mtrs. bldg. Adv. Agcy.—Batten, Barton, Durstine & Osborn, Inc., 383 Madison ave., New York.

DURALOY CO., S. 26th and Sarah sts., Pittsburgh, Pa. Corrosion and heat resistant alloys. T. R. Heyward jr., pres.; C. E. Hughes, secy.-treas.; O. K. Carpenter, works mgr.; J. W. Jones, chief engr.; H. R. McCrea, pur. agt. Det. Rep.—H. T. Harrison, Rockefeller bldg., Cleveland.

DURA PRODUCTS MFG. CO., 1411 Fifth st., S. W., Canton, O. Advertising emblems for autos, auto radiator insect screens, winter fronts, service covers, tire covers, tire stands, decalcomanias, key cases, signs. C. C. Stainer, pres., pur. agt., gen. mgr.; E. E. George, secy.-treas., sales mgr.; J. E. Wiederhauser, chief engr.; L. J. Bilter, adv. mgr. Det. Rep.—Ed. Siegfried, 1752 Brussels st., Toledo, Ohio.

DURKEE ATWOOD CO., 40 Wilder st., Minneapolis, Minn. Automotive rubber (mechanical), weather stripping, inner tubes; chemical products, frost and sleet shields. A. F. Durkee, pres.; F. J. Hopkins, vice-pres.; H. C. Atwood, secy.-treas.; Les Murray, gen. supt.; E. C. Pierce, sales mgr.; C. F. Walz, chief engr.; V. D. Atwood, pur. agt.; E. P. Atwood, adv. mgr. Adv. Agcy.—Critchfield-Graves, Minneapolis, Minn.

DURO METAL PRODUCTS CO., 2640 N. Kildare ave., Chicago. Wrenches, pliers, screw drivers, electric drills, fender and body tools, cold chisels, punches, valve grinders. W. H. Odlum, pres.; N. F. McNaught, treas.; W. R. Hosford, sales mgr.; L. J. Hansen, pur. agt. Det. Rep.—Harry Kitchin, 204 S. 19th st., Richmond, Ind.

E

E. A. LABORATORIES, Inc., Myrtle ave. and Spencer st., Brooklyn, N. Y. Passenger car, truck, tractor, warning signals, electric motor driven windshield cleaners, automobile hot water heaters, automotive defrosting and ventilating fans, rear view mirrors. J. M. Auñero, pres., treas.; E. J. Hauck, secy.; W. A. Toepel, elec. engr.; D. G. Ruarus, European sales rep.; Paul Schaefer, sales mgr.; C. E. Meyerhoefer, mech. engr.; C. J. Kanka, traffic mgr.; M. DeRosa, pur. agt.; G. Carbonaro, master mech.; R. A. Picard, adv. mgr.; A. Pelaez, export mgr. Det. Rep.—H. L. Carlson (in charge), 2-129 General Motors bldg. Adv. Agcy.—Picard Advertising Inc., 250 W. 57th st., New York.

(See display advertising index)

EATON DETROIT METAL CO., 755 E. 140th st., Cleveland, O. Hub, gas tank, radiator caps; filler necks and tubes, vertical bars, deep drawn shells and stampings, metal specialties, hydrogen brazing, bubble bottles and bulbs, household chromium ware. W. C. Ireland, pres., gen. mgr.; H. C. Stuessy, secy.; Logan Monroe, treas.; R. E. Fisher, sales mgr.; J. N. Halkett, chief engr.; L. F. DeLargey, pur. agt.; Morgan Fenley, adv. mgr. Det. Rep.—R. E. Fisher, 9771 French rd., Detroit.

EATON MFG. CO., Cleveland, O. Axles, leaf springs, coil springs, bumpers, Reliance spring washers. (Also see subsidiaries—Wilcox-Rich Div., Eaton-Erb Fdy., Co., and Eaton Detroit Metal Co.) J. O. Eaton, chmn. of bd.; C. I. Ochs, pres.; H. J. McGinn, vice-pres., chge. of sales; F. A. Buchda, vice-pres., chge finance; H. C. Stuessy, secy.-treas.; V. Cada, pur. agt.; Morgan Fenley, adv. mgr. Adv. Agcy.—Meldrum & Fewsmith, Cleveland, O.

(See display advertising index)

EATON PRODUCTS, Inc., 739 E. 140th st., Cleveland, O. Replacement springs, replacement shafts, heaters. C. C. Bradford, pres.; H. J. Hessler, secy.-treas. Adv. Agcy.—Meldrum & Fewsmith, Inc., Cleveland, O.

EBERHARD MFG. CO., Div. Eastern Malleable Iron Co., 2734 Tennyson rd., Cleveland, O. Malleable iron castings, body irons and hardware for commercial bodies, artillery wheels for passenger cars and trucks, house trailer axles and wheels. A. L. Wheeler, managing dir.; D. V. Walker, sales mgr.; C. B. Hennicke, chief engr., adv. mgr.; W. C. Taylor, pur. agt. Det. Rep.—W. A. Henderson, 18500 Cherrylawn ave. Adv. Agcy.—T. H. Ball & Associates, 850 Euclid ave., Cleveland, O.

EBERHARD MFG. CO., Div. of Eastern Malleable Iron Co., 2734 Tennyson rd., Cleveland, O. Iron castings, body irons and hardware for commercial bodies, artillery type wheels for passenger cars and trucks. A. L. Wheeler, managing dir.; D. V. Walker, sales mgr.; C. B. Hennicke, chief engr.; W. C. Taylor, pur. agt. Det. Rep.—W. A. Henderson, 3018 Pasadena ave.

EBERHARDT-DENVER CO., 1408 W. Colfax ave., Denver, Colo. Gears (all materials). Fred R. Eberhardt, pres.

ECLAT RUBBER CO., 1833 E. Market st., Akron, O. Car heater hose, tubing, automobile floor mats, radiator hose, brake lining and various tubing machine products. C. E. Reiss, pres., treas.; E. P. Hissem, secy.; J. E. Smith, gen. mgr.; C. M. Wernig, sales mgr. and adv. mgr.; M. Keller, chief engr.; W. M. Jones, pur. agt. Det. Rep.—W. E. Easler, 2-246 General Motors bldg., Detroit.

ECLIPSE MACHINE CO. (Subsidiary of Bendix Aviation Corp.), 18th st., Elmira, N. Y. Starter drives, automatic starting devices. Wm. L. McGrath, pres.; M. P. Ferguson, vice-pres.; W. C. Warner, asst. treas.; H. C. Bush, sales mgr., adv. mgr.; M. P. Whitney, chief engr.; C. H. McPherson, pur. agt.; F. H. Wurth, asst. pur. agt. Det. Rep.—R. W. Keeley, 8-205 General Motors bldg. Adv. Agcy.—Roche, Williams & Cunnyngham, 310 S. Michigan ave., Chicago.

EDDE MFG. CO., 100-6 East Walnut st., Milwaukee, Wis. Door anti-rattlers, oil filters, spark plug cleaners, radiator solders and cleaners, oil, top dressing, truck flares. E. J. Deguenther, pres., secy.-treas.

E. EDELMANN & CO., 2332-56 Logan blvd., Chicago, Ill. Brake cables, hydraulic brake parts, anti-freeze solution testers, flexible fuel lines, brass fittings, armatures, generators, alcohol dispenser, field coils. Leo Edelmann, pres.; L. Levit, secy.; K. Reifenberg, asst. treas. and sales mgr.; P. Q. Wray, gen. mgr.; T. Tobin, chief engr.; H. J. Lutz, pur. agt.; D. Pinchot, adv. mgr.

THOMAS A. EDISON, INC., Emark Battery div., Belleville Turnpike, Kearny, N. J. Storage batteries for passenger cars, taxicabs, trucks and buses. Charles Edison, pres.; B. F. Morris, vice-pres., div. mgr.; A. A. Manchester, sales mgr.; G. M. Proctor, chief engr.; L. E. Bataille, pur. agt.; D. B. Banta, adv. mgr. Adv. Agcy.—Frank Presbrey Co., 247 Park ave., New York.

EDISON-SPLITDORF CORP., 51 Lakeside ave., West Orange, N. J. Spark plugs, magnetos, coils. C. S. Williams, pres.; F. C. Erwin, secy.; H. H. Eckert, treas.; A. J. Clark, gen. mgr.; L. F. Banigan, sales mgr.; L. S. Dunham, chief engr.; G. W. MacLaughan, pur. agt.; G. W. Schaeffer, adv. mgr. Adv. Agcy.—Aitkin-Kynett Co., Philadelphia, Pa.

EGYPTIAN LACQUER MFG. CO., 1270 6th ave., New York. Lacquer colors, undercoatings, thinners, synthetic colors (brush and spray), synthetic undercoatings, reducer rubbing compound, masking paste, varnishes, rubber enamels, maintenance paints, etc. P. R. Ruckgaber, pres.; O. J. S. De Brun, secy., and sales mgr.; T. Hofacker, treas.; Frank G. Drake, adv. mgr. Det. Rep.—W. H. Ebner.

ELCAR COACH CO., 700 W. Beardsley st., Elkhart, Ind. Coaches. H. A. Hill, pres.; G. J. Wilds, gen. mgr.; E. G. Mann, sales mgr. Daniel Singer, chief engr. Det. Rep.—J. L. Barton, 5715 Woodward ave.

(See display advertising index)

ELCO TOOL & SCREW CORP., 1800 Broadway, Rockford, Ill. Wood screws, machine screws, sheet metal screws, cap screws, pipe plugs. G. Adolph Peterson, pres.; C. G. Englund, vice-pres.; P. G. Swanson, vice-pres., gen. sales mgr.; H. O. Swanson, secy-treas.; E. P. Olson, pur. agt.; E. E. Broberg, chief engr. Det. Rep.—F. G. Richardson, 525 New Center bldg. Adv. Agcy.—C. A. Corrigan, Rockford, Ill.

ELECTRA MFG. CO., 2537 Madison, Kansas City, Mo. Battery cables, ignition cable sets, automotive wire, starter switches, generator brush holders, generator cut-outs and voltage regulators. B. G. Lafite, pres.; F. B. Jones, secy.-treas.

ELECTRIC AUTO-LITE CO., cor. Champlain & Chestnut st., Toledo, O. Spark plugs, wiring harness, ammeters, voltmeters, pressure and vacuum gauges, generators, voltage regulators, high tension ignition cable, magnetic relays and switches, starting motors and drives. C. O. Miniger, chairman of board; R. G. Martin, pres.; D. H. Kelly, vice-pres.; F. H. Landwehr, secy.; J. H. Housholder, treas.; W. V. Flood, compt.; B. A. Fay, plant mgr.; F. A. Nealon, sales mgr. mchdsg. div.; A. E. Buchenberg, dir. of engr.; L. H. Middleton, exe. engr.; E. H. Reed, dir. of pur.; U. S. Advertising Corp., adv. mgr. Det. Rep.—Phil Stroup, New Center bldg. Adv. Agcy.—U. S. Advertising Corp., Home Bank bldg., Toledo, O.

(See display advertising index)

ELECTRIC FURNACE CO., Salem, O. Furnaces, industrial furnaces for every heat treating process, electric or fuel fired. R. F. Benzinger, pres., sales mgr.; F. T. Cope, treas., gen. mgr.; A. H. Vaughan, chief engr.; B. M. Warren, pur. agt.; A. E. Wright, adv. mgr. Det. Rep.—B. C. Thompson, 8391 Wisner ave.

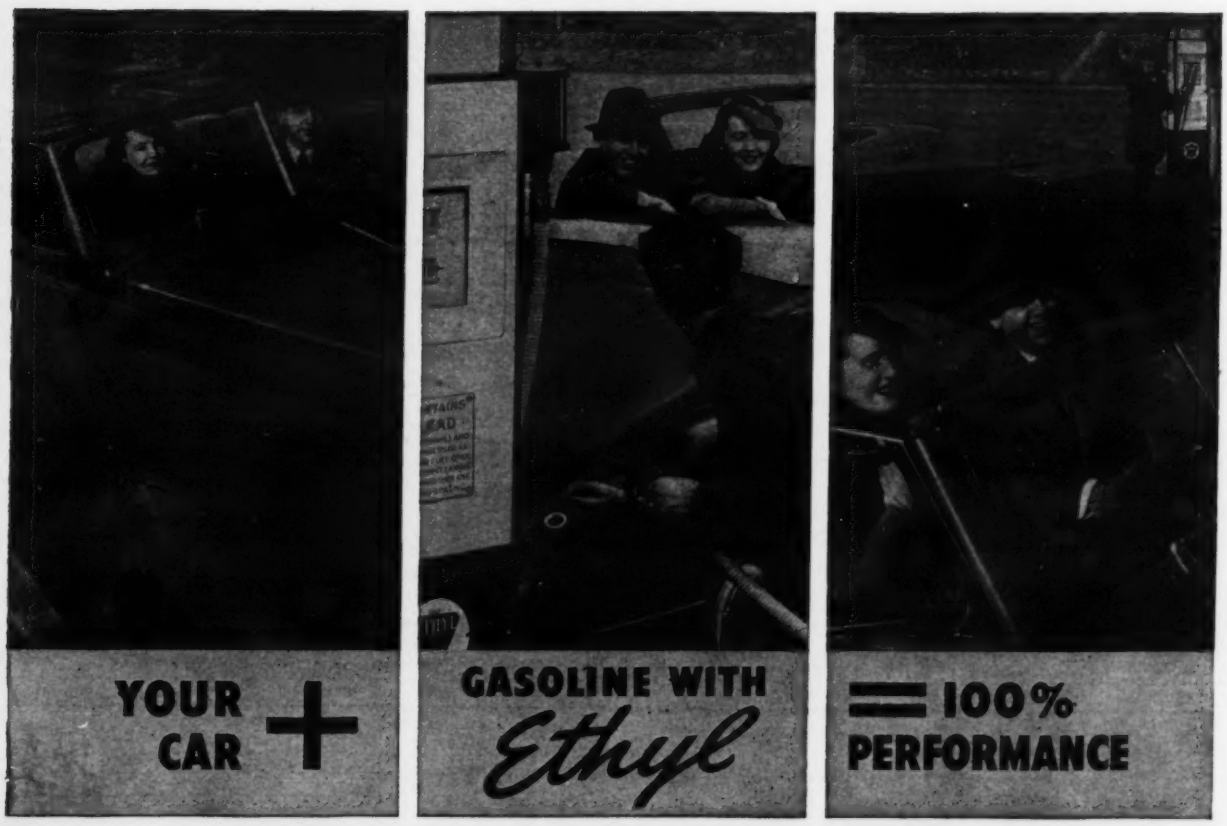
ELECTRIC HEAT CONTROL CO., 9123 Inman ave., Cleveland. Automotive test equipt., battery chargers, battery testers, transformers. E. P. Maurer, pres., treas.; E. C. Mason, secy., pur. agt.; G. LaGanke, vice-pres.; W. J. Bartlett, dir., sales mgr.; S. Vorisek, dir., chief engr. Det. Rep.—F. Iverson jr., 1581 Jiroch st., Muskegon, Mich. Adv. Agcy.—G. J. Johnson, Fidelity bldg., Cleveland.

ELECTRIC SERVICE SUPPLIES CO., 17th and Cambria, Philadelphia, Pa. For motor bus companies: Destination signs, passenger signal systems, ventilators, head lamps, lighting fixtures, marker lights, directional signals, step lights, rear and stop lights and complete rear light assemblies, rear view mirrors, fare registers and fittings, signal cord, wear-proof floor mats. Charles J. Mayer, pres.; Max A. Berg, secy.; A. H. Englund, treas., vice-pres.; H. G. Lewis, sales mgr.; H. J. Graham, chief engr.; C. B. Harvey, pur. agt.; L. B. Gawthrop, adv. mgr. Det. Rep.—H. A. Stone, General Motors bldg., room 5-129.

(Continued on Page 74)

AT THE PUMP!

"OUR *BEST* GRADE IS MARKED ETHYL"



WITH ETHYL (TRADE MARK) REG. U.S. PAT. OFF. BRAND OF ANTI-KNOCK COMPOUND ETHYL GASOLINE CORPORATION

AND THIS IS WHY:

1 You get more anti-knock fluid (containing lead tetraethyl) at pumps marked "Ethyl" than you get in the best regular-grade gasoline.

2 You get all-round quality (including quick starting) that is *double-tested*—by the oil company and by the Ethyl Gasoline Corporation.

3 You get 100% performance from your high compression engine.

4 You save on oil as well as gas by preventing knock and overheating.

NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY

Truck and Trailer Size and Weight Restrictions by States (As of Jan. 1, 1936)

In presenting the following data on truck and trailer weight, length and other restrictions it should be noted that practically each state has its own limitations on transportation unit details. Dealers should use this table only as a guide when presenting transportation data to a buyer. Reference to the state laws should be made in the event of the unit being used for interstate or intrastate hauling. Dealers are also cautioned that special licenses are required for private carriers, contract haulers or common carriers. There are also certain states which require Port of Entry licenses. Special attention must be given to maximum gross loads permissible and various combinations of trucks and trailers. (Data used in this table furnished by F. W. D. Truck Co., Clintonville, Wis., and Fruehauf Trailer Co., Detroit, Mich.)

SIZE RESTRICTIONS							WEIGHT RESTRICTIONS					GROSS WEIGHTS PERMISSABLE (MAX.)					
STATE	Width	Height	LENGTH Single Unit	LENGTH Tractor Trailer	LENGTH Combinations	Min. Ax. Spacing	Axle Weight	Wheel Weight	Wt. per In. Width Tires	Point of Measurement	Trailer Restrictions	Truck 4 Wheel	Truck 6 Wheel	Truck-Trailer Combination	4 Wheel Trailer	Trailer Brakes Required	4 Wheel Trailers Permitted
Alabama	96"	12'	30'	40'	N.P.	N.S.	N.S.	N.S.	N.S.	N.S.	1 semi only	20,000 lbs.	20,000 lbs.	20,000 lbs.	N.P.	Yes	No
Arizona	96"	14' 6"	33'	85'	85'	N.S.	18,000 lbs.	Half Ax. Wt.	700 lbs.	Chan. base	1 semi only	22,000 lbs.	34,000 lbs.	40,000 lbs.	22,000 lbs.	750 lbs. Min.	Yes
Arkansas	96"	12' 6"	35'	45'	46'	N.S.	Size tires	Half Ax. Wt.	N.S.	N.S.	1 semi or full	6,000 lbs. to 15,200 lbs. per axle				Yes	Yes
California	96"	13' 6"	33'	60'	60'	40"	17,000 lbs.	10,000 lbs.	600 lbs.	At base	1 semi	26,000 lbs.	34,000 lbs.	68,000 lbs.	26,000 lbs.	Yes	Yes
Colorado	96"	12' 6"	35'	40'	50'	40"	18,000 lbs	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	24,000 lbs.	34,000 lbs.	63,000 lbs.	24,000 lbs.	1,500 lbs. or more	Yes
Connecticut	102"	N.S.	40'	40'	N.P.	N.S.	20 Pct. gross	Same	800 lbs.	Chan. base	1 semi only	32,000 lbs.	40,000 lbs.	40,000 lbs.	N.P.	Yes (except dinkey)	No
Delaware	96"	12' 2"	33'	60'	60'	N.S.	18,000 lbs.	N.S.	700 lbs.	Rim flange	1 semi only	26,000 lbs.	36,000 lbs.	40,000 lbs.	22,000 lbs.	4,000 lbs. or more	Yes
Dist. Columbia	96"	12' 6"	33'	32'	85'	40"	24,000 lbs.	Half Ax. Wt.	800 lbs.	Nom. width	N.S.	30,800 lbs.	39,600 lbs.	39,600 lbs.	30,800 lbs.	No	Yes
Florida	84"	12'	35'	35'	45'	N.S.	N.S.	N.S.	550 lbs.	Nom. width	1 semi or full	22,000 lbs.	22,000 lbs.	22,000 lbs.	22,000 lbs.	No	Yes
Georgia	96"	12' 6"	30'	85'	85'	N.S.	17,600 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	22,000 lbs.	39,600 lbs.	39,600 lbs.	22,000 lbs.	Yes	Yes
Idaho	96"	14'	35'	35'	65'	N.S.	16,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	24,000 lbs.	50,000 lbs.	600 (L+40)	24,000 lbs.	1,500 lbs. or more	Yes
Illinois.	96"	None	35'	35'	40'	40"	16,000 lbs.	Half Ax. Wt.	800 lbs.	N.S.	1 semi	24,000 lbs.	40,000 lbs.	40,000 lbs.	32,000 lbs.	3,000 lbs. or more	Yes
Indiana	96"	12'	35'	40'	40'	40"	12,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	600 (L+40)				3,000 lbs. or more	Yes
Iowa	96"	12'	30'	45'	45'	40"	16,000 lbs.	Half Ax. Wt.	N.S.	N.S.	N.R.	450 (L+53⅓)				Yes	Yes
Kansas	96"	12'	35'	50'	50'	50"	16,000 lbs.	Half Ax. Wt.	N.S.	N.S.	1 semi	28,000 lbs.	34,000 lbs.	46,500 lbs.	28,000 lbs.	Yes	Yes
Kentucky	96"	11' 6"	26' 6"	37'	N.P.	N.S.	N.R.	N.S.	800 lbs.	At road	1 semi	18,000 lbs.	18,000 lbs.	18,000 lbs.	N.P.	Yes	No
Louisiana	96"	12' 6"	33'	45'	45'	N.S.	N.R.	N.R.	600 lbs.	At road	1 semi	7,000 lbs. net	7,000 lbs. net	10,000 lbs. net	7,000 lbs. net	Yes	Yes
Maine	96"	12' 6"	33'	62'	62'	N.S.	18,000 lbs.	Half Ax. Wt.	600 lbs.	Rim flange	1 semi	27,000 lbs.	36,000 lbs.	36,000 lbs.	27,000 lbs.	No	Yes
Maryland	96"	N.S.	N.S.	N.S.	N.S.	N.S.	N.R.	N.S.	650 lbs.	Nom. width	N.R.	25,000 lbs.	40,000 lbs.	40,000 lbs.	25,000 lbs.	No	Yes
Massachusetts	91"	N.R.	28'	40'	N.S.	N.S.	N.S.	N.S.	800 lbs.	N.S.	1 semi	30,000 lbs.	40,000 lbs.	40,000 lbs.	1,000 lbs.	Yes	Yes
Michigan	96"	12' 6"	35'	50'	50'	50"	18,000 lbs.	N.S.	700 lbs.	N.S.	1 semi	18,000 lbs. per axle 9 ft. apart				Yes	Yes
Minnesota	96"	12' 6"	40'	40'	40'	N.S.	18,000 lbs.	Half Ax. Wt.	N.S.	N.S.	1 semi	36,000 lbs.	42,000 lbs.	54,000 lbs.	6,000 lbs.	7,000 lbs. or more	Yes
Mississippi	96"	12' 6"	33'	33'	50'	N.S.	12,000 lbs.	Half Ax. Wt.	700 lbs.	N.S.	N.R.	22,000 lbs.	22,000 lbs.	22,000 lbs.	22,000 lbs.	No	Yes
Missouri	96"	12' 6"	33'	33'	40'	N.S.	24,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	28,000 lbs.	28,000 lbs.	42,000 lbs.	28,000 lbs.	No	Yes
Montana	96"	14' 6"	33'	60'	60'	N.S.	16 800 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	24,000 lbs.	34,000 lbs.	40,800 lbs.	24,000 lbs.	No	Yes
Nebraska	96"	12'	35'	35'	45'	N.S.	16,000 lbs.	Half Ax. Wt.	N.S.	N.S.	1 semi	32,000 lbs.	32,000 lbs.	32,000 lbs.	16,000 lbs.	No	Yes
Nevada	96"	13' 6"	60'	60'	60'	42"	N.R.	N.R.	600 lbs.	Base	N.R.	25,000 lbs.	38,000 lbs.	38,000 lbs.	25,000 lbs.	No	Yes
New Hampshire	96"	N.S.	30'	30'	45'	N.S.	15,000 lbs.	Half Ax. Wt.	750 lbs.	Rim flange	N.R.	23,000 lbs.	23,000 lbs.	35,000 lbs.	23,000 lbs.	No	Yes
New Jersey	96"	12' 6"	30'	45'	50'	N.S.	17,000 lbs.	N.S.	N.S.	N.S.	1 semi	30,000 lbs.	40,000 lbs.	60,000 lbs.	30,000 lbs.	Gas and oil only	Yes
New Mexico	96"	12' 6"	35'	45'	45'	40"	16,000 lbs.	Half Ax. Wt.	700 lbs.	Rim flange	1 semi	600 (L+40)				1,500 lbs. or more	Yes
New York	96"	13'	33'	50'	50'	46"	22,400 lbs.	Half Ax. Wt.	800 lbs.	Channel	1 semi	36,000 lbs.	44,000 lbs.	750 (L+40)	36,000 lbs.	3,000 lbs. or more	Yes
North Carolina	96"	12' 6"	35'	45'	45'	N.S.	18,000 lbs.	N.S.	600 lbs.	At road	1 semi	20,000 lbs.	40,000 lbs.	40,000 lbs.	20,000 lbs.	4,000 lbs. or more	Yes
North Dakota	96"	12' 6"	40'	40'	None	N.S.	16,000 lbs.	Half Ax. Wt.	600 lbs.	At road	1 semi	35,000 lbs.	35,000 lbs.	35,000 lbs.	35,000 lbs.	No	Yes
Ohio	96"	12' 6"	35'	40'	60'	N.S.	18,000 lbs.	Half Ax. Wt.	650 lbs.	Rim flange	N.R.	24,000 lbs.	24,000 lbs.	42,000 lbs.	24,000 lbs.	No	Yes
Oklahoma	96"	12' 6"	45'	45'	45'	N.S.	18,000 lbs.	N.S.	600 lbs.	At road	1 semi	24,000 lbs.	24,000 lbs.	31,000 lbs.	24,000 lbs.	Yes	Yes
Oregon	96"	11'	35'	35'	50'	40"	17,000 lbs.	Half Ax. Wt.	600 lbs.	N.S.	N.R.	700 (L+40)				No	Yes
Pennsylvania	96"	14' 6"	33'	70'	70'	36"	18,000 lbs.	Half Ax. Wt.	800 lbs.	At road	1 semi	26,000 lbs.	36,000 lbs.	39,000 lbs.	26,000 lbs.	3,000 lbs. or more	Yes
Rhode Island	102"	12' 6"	N.R.	85'	85'	N.S.	22,400 lbs.	N.S.	800 lbs.	Rim flanges	1 semi	32,000 lbs.	40,000 lbs.	40,000 lbs.	32,000 lbs.	No	Yes
South Carolina	90"	12' 6"	35'	35'	None	N.S.	10,000 lbs.	N.S.	N.S.	N.S.	1 semi	20,000 lbs.	20,000 lbs.	20,000 lbs.	N.P.	No	No
South Dakota	96"	11' 6"	28'	38'	38'	N.S.	16,000 lbs.	Half Ax. Wt.	600 lbs.	Rim flange	1 semi	20,000 lbs.	24,000 lbs.	30,000 lbs.	10,000 lbs.	No	Yes
Tennessee	96"	12'	27'	35'	N.P.	N.S.	N.S.	N.S.	N.S.	N.S.	1 semi	18,000 lbs.	18,000 lbs.	18,000 lbs.	2,000 lbs.	2,000 lbs. or more	Yes
Texas	96"	12' 6"	35'	45'	45'	N.S.	N.S.	N.S.	600 lbs.	N.S.	1 semi	7,000 lbs.	7,000 lbs.	7,000 lbs.	7,000 lbs.	No	Yes
Utah	96"	14' 6"	45'	60'	60'	40"	18,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	700 (L+40)				No	Yes
Vermont	96"	12'	50'	50'	50'	40"	15,000 lbs.	N.R.	600 lbs.	At road	1 semi	25,000 lbs.	30,000 lbs.	35,000 lbs.	25,000 lbs.	No	Yes
Virginia	96"	12' 6"	33'	45'	45'	40"	16,000 lbs.	N.S.	650 lbs.	At road	1 semi	24,000 lbs.	34,000 lbs.	42,500 lbs.	24,000 lbs.	6,000 lbs. or more	Yes
Washington	96"	12' 6"	35'	85'	85'	N.S.	12,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	1,330 (L+40)				No	Yes
West Virginia	96"	12' 6"	35'	45'	45'	40"	22,000 lbs.	Half Ax. Wt.	N.S.	N.S.	N.R.	24,000 lbs.	35,000 lbs.	35,000 lbs.	24,000 lbs.	2,000 lbs. or more	Yes
Wisconsin	96"	12' 6"	35'	45'	45'	40"	19,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	1 semi	24,000 lbs.	36,000 lbs.	43,000 lbs.	24,000 lbs.	8,000 lbs. or more	Yes
Wyoming	96"	12' 6"	40'	40'	45'	N.R.	18,000 lbs.	Half Ax. Wt.	800 lbs.	Rim flange	N.R.	600 (L+40)				No	Yes

N.R.—No restrictions. N.S.—Not specified. N.P.—Not permitted.
Regulations on trailers and semi-trailers vary considerably in various states.

Percentage of Truck Makes to Total Registrations, 1931-1936

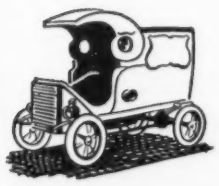
MAKE	1936 Registrations	1936 Pct. of Total	1935 Registrations	1935 Pct. of Total	1934 Registrations	1934 Pct. of Total	1933 Registrations	1933 Pct. of Total	1932 Registrations	1932 Pct. of Total	1931 Registrations	1931 Pct. of Total	Six-Year Average	Avge. Pct. Over 6 Yrs.
Austin	....	....	181	.04	494	.12	1,053	.42	.....	....	.....	....	....	....
Autocar	1,451	.24	1,001	.20	1,139	.28	1,127	.45	1,015	.61	1,748	.55	1,247	.34
Brockway	1,695	.28	1,245	.24	1,213	.30	875	.35	752	.41	1,685*	.53	1,244	.33
Buick	....	....	116	.02	152	.03	....	....	.....	....	.....	....	....	....
Chevrolet	204,344	33.41	167,129	32.73	157,507	38.99	99,880	40.62	60,784	33.13	99,600	31.07	131,541	34.85
Diamond-T	8,750	1.43	6,454	1.26	5,440	1.32	4,139	1.68	2,250	1.24	2,483	.79	4,919	1.30
Dodge	85,295	13.95	61,488	12.04	48,252	11.92	28,034	21.40	8,744	4.84	13,518	4.31	40,889	10.83
Federal	2,930	.48	2,190	.43	1,962	.48	1,360	.55	1,167	.64	1,523	.48	1,855	.49
Ford	177,244	28.98	185,848	36.39	128,250	31.75	62,397	25.33	66,937	37.12	138,854	44.24	126,588	33.54
G.M.C.	26,980	4.41	11,442	2.24	10,449	2.58	6,602	2.68	6,359	3.52	6,919	2.21	11,459	3.04
Indiana	1,705	.28	862	.17	729	.18	1,252	.51	957	.52	.....	....	918	.24
International	71,958	11.76	53,471	10.47	31,555	7.82	26,658	10.84	15,752	8.73	21,073	6.68	36,745	9.74
Mack	4,226	.69	1,515	.30	1,830	.45	1,652	.67	1,425	.78	2,945	.93	2,266	.60
Plymouth	2,420	.39	660	.13	123	.03	....	....	.....	....	.....	....	534	.14
Reo	4,227	.69	5,101	1.00	5,035	1.24	3,042	1.27	3,187	1.76	5,166	1.64	4,293	1.14
Sterling	277	.04	174	.03	134	.03	108	.04	227	.12	739	.23	277	.07
Stewart	1,280	.21	880	.17	736	.18	684	.27	867	.48	1,394	.44	974	.26
Studebaker	3,279	.54	2,100	.41	1,697	.42	2,413†	.98	2,430	1.34	3,495	1.11	2,569	.68
Terraplane	1,905	.31	638	.12	517	.12	....	....	.....	....	.....	....	510	.14
White	5,757	.94	3,304	.65	3,963	.98	1,384	.56	2,138	1.18	2,561	.81	3,185	.84
Willys	2,441	.40	2,280	.45	25	.006	233	.09	1,132	.62	3,131‡	.99	1,540	.41
Miscellaneous	3,480	.57	2,604	.51	2,684	....	2,976	....	4,290	2.37	6,966	2.21	3,833	1.02
Total	**611,644**	**100.00**	**510,683**	**100%**	**403,886**	**100%**	**245,869**	**100%**	**180,413**	**100%**	**313,800**	**100%**		

*Includes Indiana. †Includes Rockne. ‡Includes Whippet and Willys-Knight. §Essex in 1930.

White

"... A BRILLIANT HISTORY OF CONTINUED CONTRIBUTION TO THE BETTERMENT OF MOTOR TRANSPORTATION"

WHEN ROBERT F. BLACK became president of the White Motor Company in 1935 he was asked by a close friend what he really thought about White. "I've known and respected White as a competitor for many years. In the past month I have analyzed the history of the company from its beginning. I can tell you honestly, it is a brilliant history of continued contribution to the betterment of motor transportation."



Much progress has been made since the first White steamer carried the name White into the automotive field back in 1900. That first White Stanhope is now standing intact in the Smithsonian Institute. Today its followers, White Trucks and Motor Coaches are serving the modern needs of transportation throughout the world.

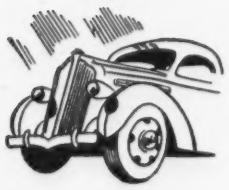
★ ★ ★

The whole history of White is marked by growing service to transportation. When the war came White discontinued the manufacture of passenger cars to permit concentration on trucks and busses exclusively. The U. S. War Department adopted the 2-ton White as the Class A standard for the Army—the ¾-ton White ambulance as the standard for the Marine Corps. The French Government awarded the Croix de Guerre to the first and second groupements of the army, operating 2500 White Trucks.

★ ★ ★

The first White Roll Call, listing owners of ten or more Whites was published in 1916. The years have added not only great numbers to that list but the names of the country's foremost users of transportation. Another great document that became companion to the Roll Call was the Owners Records of Whites that had run 100,000, 200,000, 300,000 miles or more. These records became the greatest evidence of service ever published by a truck manufacturer.

★ ★ ★



Today, with the same sound purposes and with far greater facilities White continues to meet the needs of modern transportation. Introducing the first streamlined trucks White contributed to the trend of building trucks that add advertising value to their utility. The complete line of White Trucks and Busses, starting with the Model 700 at $985, is substantial proof of continued progress. White Quality has always meant low cost, economical transportation and today White Quality is within reach of every buyer.

THE WHITE MOTOR COMPANY

Cleveland

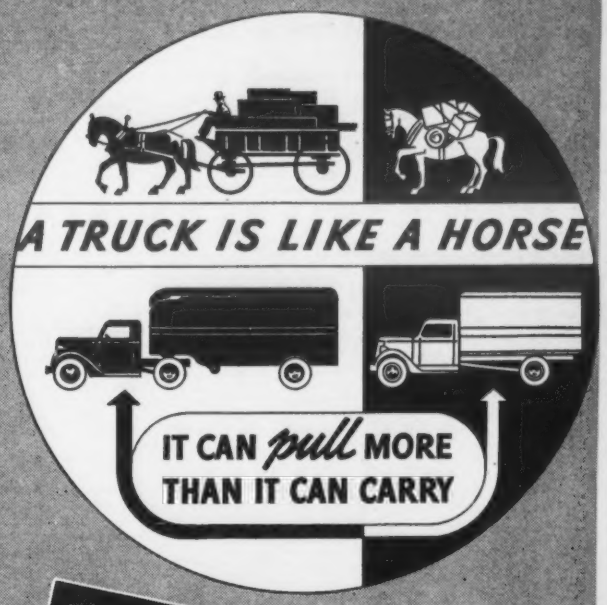
SEE PAGE 24 FOR CHRONOLOGICAL HISTORY OF WHITE

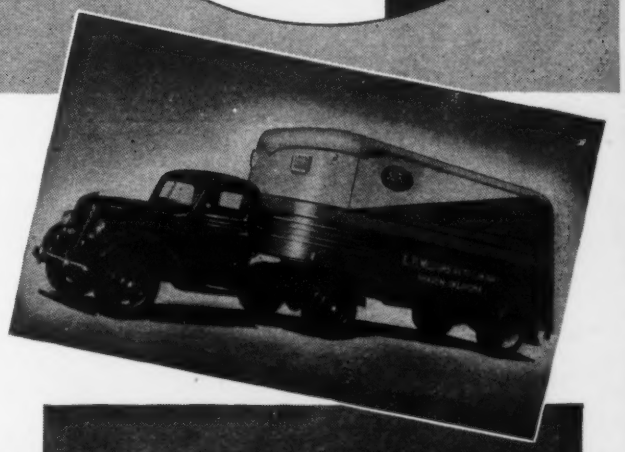
New Commercial Car Registrations, 12 Months Total, All States for 1936-1935

Figures supplied by R. L. Polk & Co. with exception of New Jersey, supplied by New Jersey Motor List Co., and Metropolitan New York area which are compiled by Sherlock & Arnold

STATE		Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	G.M.C.	Indiana	Inter-national	Mack	Plymouth	Reo	Sterling	Stewart	Studebaker	Terraplane	White	Willys	Miscel-laneous	TOTAL
Alabama	'36		1	5726	8	1219	8	4262	277	17	1479	10	26	11			8	14	77	29	15	13187
	'35	10		4148	19	875	9	3483	156	13	1050	8		10			3	4	50	53	34	9925
Arizona	'36			1248	19	692		845	100		449	1	15	37	1		25	30	19	23	6	3510
	'35			1051	3	414	3	1061	62	2	448		3	10			20	18	3	15	13	3126
Arkansas	'36			3790	47	992	5	3374	243	6	919	1	27	33			3	25	12	7	1	9485
	'35			3141	17	736	3	2700	70	6	658		4	12			4	4	13	3	12	7383
California	'36	78	7	9056	283	6338	141	9243	2493	126	3312	195	133	273	103	31	310	136	355	692	351	33656
	'35	34	6	7770	189	4512	105	10991	1092	61	2255	58	59	367	58	45	214	30	223	666	208	28943
Colorado	'36			2921	203	1418	33	2672	389	13	1125	5	25	64			23	66	35	20	48	9060
	'35			1991	123	729	6	2281	139	24	628	1	8	84			12	21	18	5	16	6086
Connecticut	'36	52	52	2286	140	1036	110	2249	463	35	1082	232	65	129	9	37	31	29	132	20	51	8240
	'35	38	28	1833	85	912	79	2440	229	23	1123	70	13	213	4	27	26	8	75	34	58	7318
Delaware	'36	13	3	795	5	127		446	117	2	160	5	10	11		5	14	2	7	1		1723
	'35	7	4	544	7	114		528	47	3	119	2		8		3	14	1	19	2	3	1425
Florida	'36			2974	48	1206	39	3116	284	12	1205	39	22	143			15	20	73	204	12	9412
	'35			2523	46	798	28	3467	125	6	801	9	2	127		1	3	9	59	189	81	8274
Georgia	'36			4712	93	1265	35	4748	439	34	1330	41	18	47			20	14	75	66	4	12941
	'35	10		4132	43	1046	21	4221	130	14	1028	10	6	23	1		28	2	35	92	45	10887
Idaho	'36			1684	55	658	2	1435	251	9	676	4	8	25			32	50	12	26	12	4939
	'35			1280	62	573	6	1410	72	13	474		2	40			21	22	5	11	13	4004
Illinois	'36	36		9754	958	4511	250	8410	1141	121	4317	148	169	204	11	35	271	81	337	37	332	31123
	'35	24	1	7080	706	2988	141	8056	526	28	2815	27	27	159	6	26	73	24	134	24	181	23046
Indiana	'36	8		6101	349	3271	86	5355	892	67	2696	83	119	149		96	236	77	191	129	122	20027
	'35	1		6052	355	2561	94	5904	381	57	1921	12	19	190		49	145	27	87	79	75	18009
Iowa	'36			4793	292	1540	21	3635	349	6	1990	38	74	82		2	52	52	13	26	34	12999
	'35			4549	264	1334	20	4560	142	12	1603	16	19	74		2	40	26	17	14	62	12754
Kansas	'36	1	1	4438	243	1312	15	3165	452	7	1447	16	68	39			30	58	50	6	58	11406
	'35			3525	173	894	16	3612	104	5	1062	6	8	60			31	20	17	4	68	9605
Kentucky	'36			3782	144	1582	39	2668	593	22	1615	51	40	107		11	40	39	87	25	25	10870
	'35			3081	124	1274	52	2701	185	14	1356		9	58	1	7	65	10	38	40	74	9089
Louisiana	'36			3644	101	988		3166	214	4	1389	22	35	44		3	1	4	39	65	34	9753
	'35			2886	65	576	4	2597	89	14	859	4	9	11			3	3	29	33	19	7201
Maine	'36	5	17	2038	16	649	4	1784	253	3	379	32	19	56		1	24	11	33	1	12	5337
	'35	1	8	1484	13	392	4	1827	44		242	9	3	21			23	5	13		15	4104
Maryland	'36	57	55	2496	124	1114	25	1794	401	21	859	89	41	49	4	12	42	11	147	3	38	7382
	'35	25	31	2482	106	818	7	2017	142	12	739	20	22	55	4	10	57	4	80	6	20	6657
Massachusetts	'36	200	126	4131	210	2240	105	5052	952	40	1238	220	43	219	42	57	100	31	237	3	104	15350
	'35	141	112	3776	186	1801	104	6233	396	30	939	112		277	20	40	55	19	190	4	79	14514
Michigan	'36	11		7419	163	4007	303	8891	1414	10	1575	54	78	337		3	104	124	147	43	157	24840
	'35	3		6293	111	2663	264	8961	701	5	1366	22	41	365		1	67	38	52	52	99	21104
Minnesota	'36	1		4720	327	1732	76	4284	544	19	1788	50	86	103		14	83	49	116	9	143	14144
	'35	3		4721	256	1219	53	4464	356	16	1236	27	14	81		2	81	15	65	1	130	12740
Mississippi	'36			4660	22	888		3019	188	9	1503		12	17			2	17	13	15	2	10367
	'35			2986	2	262	1	2602	47	1	617		2	4				4	7	19	19	6573
Missouri	'36	16		8518	313	2216	108	5420	873	34	2047	104	76	59	2	5	78	33	143	12	85	20142
	'35	9		6433	154	1417	85	5665	444	9	1648	29	4	81	1	3	42	5	63	3	105	16200
Montana	'36			1895	133	769	30	1751	146	5	981	1	23	38		1	26	83	33	6	9	5930
	'35			1843	158	643	33	1912	69	17	1067	5		59			45	24	27	14	23	5939
Nebraska	'36			2497	151	741	7	2021	285		1129	40	31	31			9	29	16	8	1	6996
	'35	2		1927	159	569	22	2447	122	3	953	17	4	25			16	8	3	11	9	6297
Nevada	'36	2		375	11	180		394	61	3	132	5	3	9			6	5	3	6	15	1210
	'35	1		290	3	115	1	460	16	1	96	6		4			4	2	2	4	1	1006
New Hampshire	'36	11	6	998	13	464	27	1051	137	20	278	41	10	57		24	21	9	18	9	2	3196
	'35	2	6	837	17	296	7	994	37	1	148	11	2	79		8	3	5	9	20	8	2490
New Jersey	'36	158	176	4548	390	2632	168	4773	819	89	1848	365	2	115	15	62	145	60	349	1	220	16935
	'35	96	79	3361	210	1541	117	5221	402	67	1285	145	3	169	18	34	80		227		110	13165
New Mexico	'36			1915	58	426		1253	153	5	621	1	12	23			2	38	16	17	5	4545
	'35			1766	39	293		1305	64	2	534	1	1	14			5	9	9	9	7	4058
New York	'36	307	865	9895	1025	5880	197	10676	2224	269	4287	931	140	326	27	509	294	6	780	36	485	39159
	'35	226	665	8987	716	4924	179	12863	939	58	3659	478	71	680	32	342	137	30	473	46	300	35805
North Carolina	'36	14		5789	104	2017	16	4110	452	31	1357	109	44	39			10	24	100	10	60	14286
	'35	3		5246	105	1991	6	4849	325	20	987	30	18	27			21	21	55	41	90	13835
North Dakota	'36			896	18	263		795	88	9	532		27	11			13	13	1	6	8	2680
	'35			1087	33	262		1103	69		550		5	12			9	1	1	1	11	3144
Ohio	'36	117		8827	412	5167	127	8426	1196	165	3643	238	84	282	3	54	260	60	512	204	251	30028
	'35	51		6470	332	3219	92	8284	432	73	2440	49	30	272	1	28	150	29	375	243	202	22772
Oklahoma	'36	3		5883	89	1532	30	4613	413	27	1810	40	17	64			8	35	61	63	49	14737
	'35			4669	79	1208	45	4383	85	26	1125	26	9	12		10	8	8	17	5	53	11768
Oregon	'36			2604	70	1301	120	2270	438	18	794	44	28	57	1		33	70	39	122	41	8050
	'35			1755	40	819	73	2107	177	14	566	2	2	208			31	13	31	96	30	5964
Pennsylvania	'36	268	311	11381	869	6949	331	10527	2344	191	5535	575	369	376	38	288	499	76	754	56	182	41919
	'35	240	227	8519	456	4843	155	10918	917	83	3884	211	112	493	18	217	261	29	354	69	91	32097
Rhode Island	'36	11	5	673	32	401	40	820	243	2	176	35	14	57	5	1	24	7	45		3	2594
	'35	20	2	515	27	281	43	864	101	2	119	20	2	67	1		5	1	7	1	10	2088
South Carolina	'36	2		2596	13	765	3	1804	159	25	564	20	20	13			9	22	32	21	23	6091
	'35			2483	6	549	1	1784	178	6	344	7	5	7			8	8	20	46	29	5481
South Dakota	'36			1000	32	407	3	847	87	4	477	3	18	37			8	18	6	1	14	2962
	'35			1023	37	385	2	995	56	3	438		8	41			15	7	8		2	3020
Tennessee	'36			3758	110	1742	166	2848	432	11	1693	16	34	20			56	18	84	61	13	11062
	'35			3403	64	1141	132	3013	218	12	1308	6	3	22			26	9	55	72	34	9518
Texas	'36	3		15757	281	3845	42	12051	909	104	5088	84	85	89			34	152	193	122	64	38903
	'35	2		12124	241	2959	26	12335	266	54	3888	6	30	122			60	38	90	93	103	32437
Utah	'36			1150	20	588	10	1076	188	1	447	14	1	14			17	19	7	18	1	3571
	'35			1248	18	459	5	1187	125		388	3		20			19	4	5	8	9	3498
Vermont	'36	4	29	693	29	317	4	768	157		226	13	5	19		6	8	13	7	5	5	2308
	'35	4	20	729	32	246	6	942	50	4	273	5		64		8	1	2	2	1	5	2394
Virginia	'36	30	12	5580	58	1538	21	3842	535	8	1003	36	33	39		4	34	12	70	20	29	12904
	'35	30	17	4362	42	1237	29	4347	246	11	824	12	10	57			17	7	70	22	62	11402
Washington	'36			3315	87	1677	27	3043	614	47	1263	87	48	52			82	64	57	139	64	10666
	'35			3026	85	1260	16	3141	246	13	881	11	10	96			50	26	53	94	68	9076
West Virginia	'36	4	9	3303	134	1506	68	2331	461	12	1048	18	59	91		1	32	21	48	27	8	9181
	'35	1	3	2263	100	1012	32	2190	185	2	655	2	13	95		2	15	5	34	16	21	6646
Wisconsin	'36	20		5549	390	2326	56	4526	804	21	1806	43	98	105	16	11	74	61	113	11	207	16237
	'35	4		4107	284	1705	45	4610	337	10	1547	12	43	102	8	13	69	24	40	16	142	13118
Wyoming	'36			951	37	382	12	767	59	1	392	1	1	17			9	12	11	6	3	2661
	'35			675	39	313	9	804	17	11	294			16			3	8	9	1	7	2206
Dist. of Columbia	'36	19	20	830	21	479	20	828	254	20	248	26	5	8		7	22	5	52	4	72	2940
	'35	13	36	653	23	310	9	1009	84	1	231	8	5	8	1	2	15	1	36	2	45	2492
Complete 12 Months' Total	'36	1451	1695	204344	8750	85295	2930	177244	26980	1705	71958	4226	2420	4227	277	1280	3279	1905	5757	2441	3480	611644
	'35	1001	1245	167129	6454	61488	2190	185848	11442	862	53471	1515	660	5101	174	880	2100	638	3304	2280	2901	510683

YOU CAN BUILD A *Business* ON THIS SIMPLE IDEA





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MORE ORDERS—AND MORE PROFIT ON EVERY ORDER

After all, your job is to sell low-cost-per-mile haulage. You want to sell the equipment which will serve your customer best—because that's what brings him back to buy again.

And when you recommend that he buy your truck with a Fruehauf Trailer you accomplish two things:

1. You cut your customer's haulage expense from 30% to 60% below ordinary truck operating expense (the Trailer more than doubles the load capacity of your motor truck.)

2. You make a double profit for yourself—one profit on the truck, another profit on the Trailer.

Write for the complete Fruehauf Trailer story—it's a business-builder.

Oldest and Largest Manufacturers of Truck-Trailers
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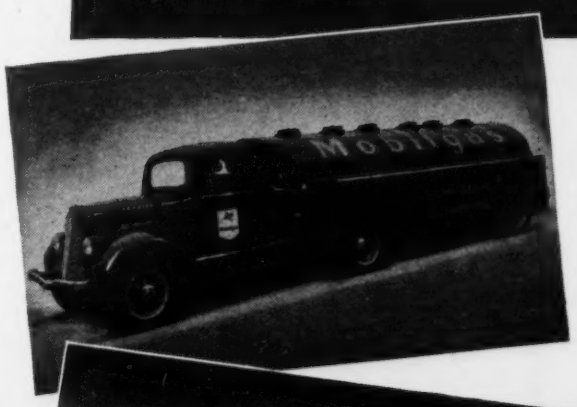
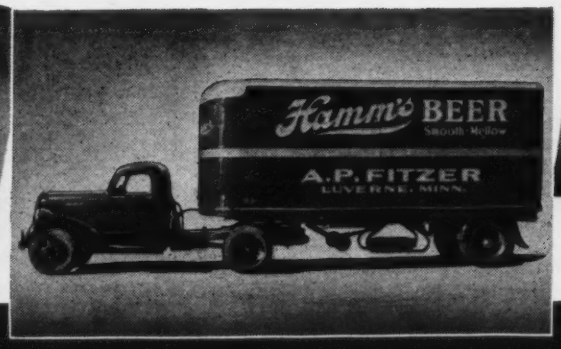


MORE FRUEHAUF TRAILERS ON THE ROAD THAN ANY OTHER MAKE



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"Engineered Transportation"

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2. Attractive literature covering every phase o Trailer selling.
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5. Protection on your Trailer deals—you can bring your prospects to Fruehauf with confidence.

Write for complete details about our Dealer Sales Program—or ask the nearest Fruehauf office.

Who's Who

(Continued from Page 69)

ELECTRIC SOLDERING IRON CO., Inc., 342 W. 14th st., New York. Electric soldering irons. L. P. Young, pres., treas., gen. mgr., sales mgr., adv. mgr.; Jack Hanebury, secy.; E. H. Butz, chief engr.; O. S. Edwards, pur. agt. **Det. Rep.**—Wm. E. Hawkins, 1374 Nottingham rd. **Adv. Agcy.**—Reiss Advertising, 67 W. 44th st., New York.

ELECTRIC STORAGE BATTERY CO., Allegheny ave. and 19th st., Philadelphia, Pa. Batteries for starting, lighting and ignition on passenger cars, trucks, tractors, motor boats and airplanes, batteries for diesel engine starting. John R. Williams, pres.; R. C. Norberg, vice-pres., gen. mgr.; H. B. Gay, vice-pres., gen. sales mgr.; W. G. Henderson, secy.-treas.; Frank T. Kalas, asst. gen. sales mgr.; Wm. B. Gold, pur. agt.; J. Lester Woodbridge, chief engr.; Albert N. Dingee, adv. mgr. **Det. Rep.**—C. W. Terry, mgr. Lake District; H. G. Carron, mgr. Detroit Branch, 8051 W. Chicago blvd. **Adv. Agcy.**—Geare-Marston, Inc., 1600 Arch st., Philadelphia, Pa.

ELECTRIC VACUUM CLEANER CO., Inc., 1734 Ivanhoe rd., Cleveland. Service station cleaner and commercial cleaners, electric heaters for thawing out frozen transmissions and differentials. Julius Tuteur, pres.; V. M. Cannon, secy.-treas.; R. B. Wilson, sales mgr.; H. T. Lang, chief engr.; H. M. Richmond, pur. agt., W. F. Conley, adv. mgr.; **Det. Rep.**—Lou C. Wilber, Premier Div. Electric Vacuum Cleaner Co., 206 E. Grand River ave. **Adv. Agcy.**—Lord & Thomas, New York.

ELECTRO MOTIVE CORP. (Div. General Motors Corp.), La Grange, Ill. H. L. Hamilton, pres.; O. F. Brookmeyer, sales mgr.; M. C. McGowan, pur. agt.; R. M. Dilworth, chief engr.

ELGIN MACHINE WORKS, Inc., 412 N. State st., Elgin, Ill. Automotive replacement parts. Martin Skok, pres., gen. mgr., chief engr.; F. Skok, secy.; F. Burren, treas.; C. P. Brucker, asst. gen. mgr., pur. agt., adv. mgr. **Det. Rep.**—R. F. Hewitt.

EMPIRE SHEET & TIN PLATE CO., Bowman st., Mansfield, O. Long terne sheets, tin plate, hot rolled specialties, electrical sheets, enameling steel, tin mill black products. J. M. Hill, pres., gen. mgr.; J. B. Putnam, secy.; C. H. Henkel, vice-pres., treas.; S. A. Richardson, sales mgr.; Geo. R. Roemer, chief engr.; H. O. Simmons, pur. agt.; C. F. Beddard, adv. mgr. **Det. Rep.**—L. D. Rockwell, 711 Book bldg.

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ETSOL SYNTHETIC PRODUCTS, 970 E. Vernor -Highway, Detroit. Cleaning compounds. Edwin F. Schulte, pres.; Joseph A. Schulte, jr., vice-pres.

EVANS APPLIANCE CO., 2428 Union Guardian bldg., Detroit. E. S. Evans, pres.; Prewitt Semmes, secy.; E. S. Evans jr., vice-pres., gen. mgr., sales mgr. Edward J. Hill, chief engr. **Adv. Agcy.**—Grace & Bement, Inc., Detroit.

(See display advertising index)

EVANS FLEXIBLE REAMER CORP., 3656 Lincoln ave., Chicago. Ball bearing reamer grinder. Evans pin fitting shop, 3-speed reamer drives; wrist pin, valve seat reamers; expansion pilots, wrist pin gauges, pin vises. W. H. Evans, pres., treas., gen. mgr., sales mgr.; A. Wideburg, secy., chief engr., pur. agt.

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F

F-A-B MFG. CO., Inc., 67th & Vallejo sts., Oakland, Cal. Semi trailers, log trailers, six wheel and 10-wheel units, extension frames. K. Freitag, pres.; H. D. Ainsworth, secy.-treas.; V. A. Stout, sales mgr.

FAFNIR BEARING CO., Booth st., New Britain, Conn. Ball bearings. Maurice Stanley, pres.; S. M. Cooper, secy.; A. G. Way, treas.; R. R. Searles, gen. mgr.; C. F. Stanley, sales mgr.; H. R. Reynolds, chief engr.; H. P. Knowles, pur. agt.; D. M. Davidson, adv. mgr.; E. R. Carter, vice-pres. in charge engr. **Det. Rep.**—Fafnir Bearings, Inc., 502 New Center bldg. **Adv. Agcy.**—Larchar-Horton Co., Providence, R. I.

FAIRBANKS, MORSE & CO., 900 S. Wabash ave., Chicago. Diesel engines, electrical machinery, pumps, scales. Robert H. Morse, pres., gen. mgr.; F. C. Dierks, secy.; S. T. Kiddoo, treas.; L. A. Keeler, comptroller; A. C. Dodge, sales mgr.; Alan E. Ashcraft, chief engr., in chge. of mfg.; F. G. Heaslip, pur. agt.; Harry Neal Baum, adv. mgr. **Det. Rep.**—E. J. Hay, mgr., 2759 E. Grand blvd. **Adv. Agcy.**—Henri, Hurst & McDonald, Chicago.

FAIRFIELD MFG. CO., Earl ave., Lafayette, Ind. Differentials, straight bevel gears, spiral bevel gears, spur gears, helical spur gears. A. J. McAllister, pres.; Rochester Baird, secy.; E. M. Heinmiller, treas.; A. A. Gustafson, vice-pres. in chge. of mfg.; D. W. Owens, sales engr.; F. H. Boor, chief engr.; W. C. Nicholson, pur. agt.

FAIRMOUNT TOOL & FORGING CO., 10611 Quincy st., Cleveland. Wrenches, pliers, screw drivers, hammers, chisels, punches, special service tools, body and fender tools. J. Wentworth Smith, pres.; B. G. Gilmore, secy.-treas., sales mgr.; J. Kroecker, chief engr.; L. A. Anthony, pur. agt.

FALLS RUBBER CO., OF AKRON, INC., Cuyahoga Falls, O. Tires and tubes. R. P. Bremer, pres.; G. C. Holgate, secy.; W. P. Cline, treas.; S. L. Chubbuck, sales mgr.; J. Roberts, pur. agt.

FARGO MOTOR CORP., a div. of Chrysler Corp., 7900 Joseph Campau ave., Detroit, Mich. Fleet sales of Dodge commercial cars, trucks, taxicabs and Chrysler, DeSoto, Dodge and Plymouth passenger cars. A. C. Downey, pres.; A. H. Ferrandou, R. L. Biggers, J. H. Mack, D. W. Russell, vice-presidents.

FARREL-BIRMINGHAM CO., Inc., 96 Main st., Ansonia, Conn., 356 Vulcan st., Buffalo, N. Y. (plants at Ansonia and Derby, Conn., Buffalo, N. Y.) (Main office at Ansonia, Conn.) Machines: grinding, cylindrical; kneading and mixing; hammers; power, belt and motor driven; plates: heating, steam, pots for heat treating; gears: continuous tooth herringbone, single helical, spur, etc., in any material suitable for gears; gear units from 1 to 10,000 H. P.; speed reducers, speed increasing units, gear generating machines, gear tooth comparator, cold roll metal forming mills, flexible couplings. Franklin Farrel, jr., chr. of bd.; N. W. Pickering (Ansonia), pres., gen. mgr.; Carl Hitchcock (Ansonia), vice-pres.; George C. Bryant (Ansonia), secy.; F. M. Drew, jr. (Ansonia), treas.; A. G. Kessler, vice-pres., gen. mgr., sales mgr. (Buffalo); Austin Kuhns, exec. eng. (Buffalo); R. A. North, chief engr. (Ansonia); C. W. Moore (buyer at Buffalo); C. E. Burton (Ansonia), pur. agt.; T. V. Busk (Ansonia), adv. mgr.

FATSCO, 251 N. Fair ave., Benton Harbor, Mich. Camp and trailer stoves. C. E. Brown, pres., gen. mgr. Det. Rep.—Lou J. Eppinger, Marvel Trailer Parts, Cadillac sq., 19034 Celestine ave., Detroit.

FEDDERS MFG. CO., Inc., Buffalo, N. Y. Radiators (for automobiles and trucks), Refrigeration parts (for motor trucks) air conditioning equip., unit heaters. L. F. Fedders, pres.; T. C. Fedders, vice-pres., gen. mgr.; W. E. Detenbeck, secy.; C. W. Fedders, vice-pres.; H. E. Rieckelman, vice-pres. chg. sales; A. F. Ihde, sales mgr., radiator div.; J. M. Heimerl, pur. agt.; Joe Askin, chief engr. **Det. Rep.**—C. H. Batchelor, 2207 Fisher bldg. **Adv. Agcy.**—Horace A. Laney, Huyler bldg., 374 Delaware ave., Buffalo, N. Y.

FEDERAL BEARINGS CO., Inc., Poughkeepsie, N. Y. Ball bearings. H. A. Schatz, pres., treas.; George R. Bennett jr., secy.; H. F. Petersen, sales mgr.; R. L. Denney, service sales mgr.; V. W. Fichtel, pur. agt. **Det. Rep.**—Fred Glass, 2608 Book Tower. **Adv. Agcy.**—C. O. Sacks, Bridgeport, Conn.

FEDERAL-MOGUL CORP., 11031 Shoemaker ave., Detroit, Mich. Bronze back babbitt lined bearings, steel back babbitt lined bearings, steel back, cadmium, silver copper lined bearings, die cast babbitt bearings and bushings, bronze bushings, bronze washers, bronze castings, bronze cored and solid bars, babbitt metals, marine and industrial propellers. H. G. Muzzy, pres.; David W. Rodger, vice-pres., secy., sales mgr. and adv. mgr.; S. C. Reynolds, vice-pres. and treas.; A. B.

(Continued on Next Page)

Who's Who

(Continued from Previous Page)

Willi, chief engr.; M. A. Hunter, pur. agt. **Adv. Agcy.**—Fred M. Randall Co., Detroit.

FEDERAL MOTOR TRUCK CO., 5780 Federal ave., Detroit, Mich. Motor trucks—¾ to 7½ tons; cabs and standard and custom-built bodies, display and camp trailers. Martin L. Pulcher, pres.; R. W. Ruddon, vice-pres., gen. mgr. and secy.; C. A. Rogers, treas.; F. P. Soper, sales mgr.; W. W. Costello, asst. sales mgr.; Rex F. Glasson, sales prom. mgr.; W. C. Mackenzie, sales engr.; S. G. Mitchell, adv. mgr.; E. W. Winans, chief engr.; E. O. Holmgrain, experimental engr.; J. F. Maxwell, service mgr.; F. L. Ruddon, factory mgr.; Benjamin Stevenson, gen. supt.; Geo. F. Currie, auditor; S. Fitzpatrick, export mgr.; M. L. Burrell, pur. agt.; R. C. Van Riper, traffic mgr. **Adv. Agcy.**—Holden, Graham & Clark, Inc., Detroit, Mich.

FEDERAL PRESS CO., 511 Division st., Elkhart, Ind. Inclinable, power, stamping, punch presses; feeds, dial. J. E. Loshbough, pres., treas., gen. mgr., chief engr.; Leonard E. Loshbough, secy., sales mgr., pur. agt., adv. mgr. **Det. Rep.**—McKee-Kenyon & Co., 1627 Fort st., W.

FEDERAL PRODUCTS CO., Laurel at Aldrich, Minneapolis, Minn. One-wheel light utility trailers, one-wheel camping trailers. Francis J. Ditter and Arthur A. Bursch, props.; Arthur A. Bursch, sales mgr., adv. mgr.; Francis J. Ditter, chief engr., pur. agt.

FELT PRODUCTS MFG. CO., 1504 Carroll ave., Chicago. Gaskets, cork, karropak, etc., gaskets, alupak, grease retainers, pump packing. A. Mecklenburger, pres.; H. Herz, vice-pres.; Frank R. Campbell jr., adv. mgr. **Adv. Agcy.**—Van Auken Ragland, Inc., Chicago.

FENCHURCH EXPORT CORP., 1 Broadway, New York. Exporters of cars and automotive equipment. J. R. Millbourn, pres.; G. A. Spiegelberg, secy.; L. L. Beegle, treas.; L. E. Betts, pur. agt.

FERRO MACH. & FDY. CO., 3155 E. 66th st., Cleveland, O. Semi steel and alloy grey iron castings, rough and machined cylinders, cylinder heads, crankcases, housings, flywheels, etc. J. F. Leitch, pres.; R. E. Weir, secy.; N. E. Gauthier, treas.; J. M. Price, gen. mgr., sales mgr.; H. B. Myers, factory mgr.; S. J. Ruddock, pur. agt. **Det. Rep.**—A. Y. Linkner, 5-121 General Motors bldg.

FIRESTONE STEEL PRODUCTS CO., Firestone Parkway, Akron, O. Rims: truck, tractor and passenger car, rim parts and accessories, wheels, felloe bands, metal stampings, rolled and welded motor frame bands, stainless steel beverage container. Wm. A. Baker, pres.; C. C. Soper, chief engr.; P. M. Murphy, pur. agt. **Det. Rep.**—E. M. Cilssold.

FIRESTONE TIRE & RUBBER CO., Akron, O. Tires, tubes, accessories, batteries, brake-lining, spark plugs and mechanical rubber goods. Harvey S. Firestone, chmn.; John W. Thomas, pres.; Harvey S. Firestone jr., vice-pres.; Lee R. Jackson, vice-pres., sales mgr.; Stacy G. Carkhuff, secy., pur. agt.; John J. Shea, treas.; E. A. Hoener, chief engr.; Frank K. Starbird, adv. mgr. **Det. Rep.**—M. R. Mead, dist. mgr., Firestone Tire & Rubber Co., Vernor and Trumbull sts. **Adv. Agcy.**—Sweeney & James, Cleveland, O.

FIRTH-STERLING STEEL CO., McKeesport, Pa. Sintered carbide tools, super high speed steel, high speed steel, high production die steel, oil-hardening die steel, special high grade carbon tool steel and stainless steels. L. Gerald Firth, gen. mgr., pres.; Donald G. Clark, dir. of sales and vice-pres.; D. E. Jackman, treas.; C. G. Krapf, secy.; A. B. Corbin, sales mgr.; H. R. Huemme, pur. agt.; Wm. J. Shultz, chief engr.; R. T. Riffle, adv. mgr. **Det. Rep.**—G. A. Jacobs, dist. mgr., 2800 E. Grand blvd.

FISHER BODY, DIV. GENERAL MOTORS CORP., W. Grand blvd., Detroit. Motor car bodies. W. A. Fisher, pres.; E. F. Fisher, gen. mgr.; Peter Mauck, chief engr.; C. A. Crusoe, pur. agt.; W. S. McLean, adv. mgr. **Adv. Agcy.**—Arthur Kudner, Inc., New York.

(See display advertising index)

FISK RUBBER CORP., 154 Grove st., Chicopee Falls, Mass. Tires, tubes and sundry. Col. Chas. E. Speaks, pres.; K. R. Vogel, secy.; R. C. Guy, treas.; C. E. Maynard, factory mgr., chief engr.; C. J. Allen, pur. agt.; C. J. Allen, pur. agt.; H. R. Hurd, adv. mgr. **Det. Rep.**—J. G. Cusick, 6209 Hamilton ave. **Adv. Agcy.**—Critchfield & Co., 720 N. Michigan ave., Chicago.

FITZGERALD MFG. CO., Main st., Torrington, Conn. Gaskets, spark plugs. P. J. Fitzgerald, pres.; M. D. Fitzgerald, vice-pres.; M. F. Fitzgerald, treas.; B. G. Peck, secy., sales mgr. and adv. mgr.; J. W. Whalen, pur. agt.

FITZGIBBON & CRISP, Calhoun & Dunham, Trenton, N. J. Universal trailers, freight, insulated, ice cream, meat, provision, bottle, brewers, dump and custom built bodies, coke and aluminum bodies. H. Arthur Smith, pres., gen. mgr.; Samuel Simon, secy.; Harold B. Smith, treas.; D. W. Drummond, sales mgr.; Walter A. Egan, pur. agt. **Adv. Agcy.**—George Gibson, 100 Gold st., New York City.

FITZJOHN BODY CO., Muskegon, Mich. Bus bodies. Thomas H. Hume, owner; Francis W. Feeney, mgr., pur. agt., sales mgr., adv. mgr.; C. J. Damminga, chief engr.

FITZSIMONS MFG. CO., 3104 E. Woodbridge st., Detroit. Steel, brass, copper and aluminum tubular parts; metal stampings and assemblies. S. J. Fitzsimons jr., pres., gen. mgr.; J. W. Fitzsimons, secy.; H. B. Howenstein, treas., sales mgr.; L. J. Kroha, chief engr.; J. C. Richards, pur. agt.

FLASH LABORATORIES, Div. of The Bell Co., Inc., 1858 W. Kinzie st., Chicago, Ill. Chemicals, brake fluid, oils, cements, tape. J. M. Bell, pres.; C. J. Bell, vice-pres.; Geo. E. Kugelman, pur. agt. **Det. Rep.**—B. G. Golden, 10 Louise ave., Apt. 409. **Adv. Agcy.**—McCord Agency, Minneapolis, Minn.

FLEET SALES DIV. — GENERAL MOTORS SALES CORP., 8-222 General Motors bldg., Detroit. Fleet sales of General Motors passenger cars and trucks. C. E. Dawson, gen. mgr.; H. R. White, asst. gen. mgr.; W. L. Shaffner, sales prom. mgr.; F. V. Bott, gen. service mgr.

FLEETWAY CRUISER, Inc., Philmont, N. Y. Coach trailers, display trailers. C. Splittberger, pres., gen. mgr., pur. agt.; E. Splittberger, secy.-treas.; J. C. Bentley, sales mgr., chief engr.

FLEMING MFG. CO., Inc., 135 Stafford, Worcester, Mass. Fram oil and motor cleaners, Skotty oil filters, Fleming precision tools, screw drivers, thread chasers. Steven B. Wilson, pres., gen. mgr., sales mgr.; E. Edward Aldham, secy.; James E. Bigwood, treas., pur. agt.; J. William Wilkinson, chief engr. **Det. Rep.**—Roy C. Noll, Hotel Webster Hall. **Adv. Agcy.**—Willard G. Myers, 30 Rockefeller Plaza, New York City.

FLEX-O-TUBE CO., 750 14th st., Detroit. Flexible fuel lines, metallic and non-metallic, hydraulic brake hose, high pressure hydraulic hose, fixed and detachable couplings. R. DeTamble, gen. mgr.; J. L. Ward, sales mgr.; L. B. Conklin, chief engr.; A. Wycka, pur. agt.

FLINTKOTE CO., 50 W. 50th st., New York. Sound deadeners, protective coatings, adhesives, felts, mastics. I. J. Harvey jr., pres.; F. H. Neher, vice-pres., sales mgr., secy.; C. W. Gregg, treas.; L. Kirschbraun, chief engr.; A. R. Campbell, pur. agt.; L. Rohe Walter, adv. mgr. **Det. Rep.**—V. J. Hardig, Houston Boyet, H. C. Anderson, 14201 Schaefer highway.

FLOWER CITY SPECIALTY CO., 250 Mill st., Rochester, N. Y. Self-closing monkey links (tire chain repair), pretzel links (tire chain repair), polishing cloths. Peter J. Nagle, pres., treas., gen. mgr.; Harold J. Nagle, secy., sales mgr.; R. A. Nagle, pur. agt. **Det. Rep.**—George C. Knight, 14175 Rutland ave.

FORD CHAIN BLOCK, Div. of American Chain & Cable Co., Inc., Second and Diamond sts., Philadelphia, Pa. Chain hoists, trolleys. W. B. Lashar, chairman of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, executive vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; C. B. Veit, sales mgr.; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Adv. Agcy.**—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

FORD MOTOR CO., 3674 Schaefer rd., Dearborn, Mich. Ford cars and trucks, Lincoln and Zephyr cars. Edsel B. Ford, pres., treas.; P. E. Martin, vice-pres.; B. J. Craig, secy.; John Crawford, asst. secy. The following do not have the titles but occupy the executive positions as designated. L. S. Sheldrick, motor designer; Joseph Galamb, body engr.; Dale Roeder, chassis engr.; C. E. Sorensen, prod. mgr.; W. J. Cameron, public rel. dir.; E. A. Churchill, traffic mgr.; A. M. Wibel, pur. agt.; W. C. Cowling, gen. sales mgr.; D. J. Hutchins, truck sales; J. R. Davis, asst. to sales mgr.; T. W. Skinner, sales prom.; R. E. Burns, mgr. spec. truck equip.; R. I. Roberge, exp. sales mgr.; Harry Martin, parts and access. mgr. mgr.; Thomas Naubert, mgr. mech. serv.; Fred Yeager, asst. parts and access. mgr.; A. R. Barbier, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia. (McCann-Erickson, dealer adv.)

(See display advertising index)

FOREMAN, W. D., 54th and State st., Chicago. Axle shafts (auto and truck), axles (trailer), utility trailers (trailtruk).

FORMICA INSULATION CO., Cincinnati. Electrical insulation. H. A. Faler, pres., treas.; O. J. O'Connor, vice-pres., secy.; W. G. Steiner, sales mgr., adv. mgr.; Henry Heitbrink, pur. agt. **Det. Rep.** — Frank Manly, Book bldg. **Adv. Agcy.**—Procter & Collier Co.

FOSTORIA PRESSED STEEL CORP., North Main, Fostoria, O. Machine lamps, weather-stripping material (Tite-Strip), rattle eliminators, filters, replacement fenders. R. J. Carter, pres., treas., gen. mgr.; C. W. McDaniel, secy., sales mgr., adv. mgr.; J. W. Kilmer, chief engr.; R. L. Hill, pur. agt. **Det. Rep.**—T. I. Cochran, 416 Stephenson bldg. **Adv. Agcy.**—McDaniel, Fisher & Spelman, Inc., Akron, O.

FOUR WHEEL DRIVE AUTO CO., 12th and Auto, Clintonville, Wis.; York st. and Union blvd., Kitchener, Ont., Can. Motor trucks, FWD four-wheel drive and FWD six-wheel drive, Utility line construction trucks, (FWD's), utility pole derricks, winches, line construction bodies, P-type power take-offs, trailers, etc. Walter A. Olen, pres., gen. mgr.; Frank Gause, secy.; D. J. Rohrer, treas.; R. H. Schmidt, gen. sales mgr.; H. B. Dodge, chief engr.; L. J. Pinkowsky, pur. agt.; F. M. Higgins, adv. mgr.; A. H. Rice, asst. adv. mgr. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap Associates, Milwaukee, Wis.

FOX CO., Fox bldg., 34-3500 Beekman st., Cincinnati, O. Name plates in metal and enamels, escutcheons of all metals, metal stampings, advertising specialties in metal, sales promotion jewelry, hub caps, badges, hardware. Leonard J. Fox and Milford G. Fox, partners; E. H. Laws, supt.; M. Barr, gen. mgr.; T. Buram, sales mgr. **Det. Rep.**—Earl Cosgrave, 2-128 General Motors bldg.

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THE *New* INTERNATIONALS

International Harvester produces no "yearly model" changes in trucks. A new line is not just a matter of the calendar with this Company. It is interested only in keeping International trucks at top efficiency.

The International "C" models, now on the highways in many tens of thousands, are living evidence that this policy gives the truck user what he needs for hauling satisfaction. There have been no better trucks on the market, but *now* there are better trucks by far—these new Internationals.

The International reputation has advanced steadily on performance and long life, on unequalled nation-wide service, and on the truck user's final objective—ECONOMY

In the meantime, International has been constantly at work on engine and chassis design, load distribution and braking, increased power, fuel economy, and driver comfort. The resources of its engineering staff, its laboratories, its plants and proving grounds were centered in the development of a fundamentally better product. Today the many improvements are consolidated in this *completely new* line of trucks.

Today International Harvester offers truck users the finest value of the year, a product *engineered* to the moment and *styled* for public acceptance. These new trucks are on display at any International branch or dealer showroom.

INTERNATIONAL

● *Illustration shows the new International 3 to 4-ton Model D-50 with semi-trailer body of special design. International sizes range from the Half-Ton unit in the low-price field up to rugged Six-Wheelers.*

INTERNATIONAL HARVESTER COMPANY (INCORPORATED)
606 So. Michigan Ave. Chicago, Illinois

INTERNATIONAL TRUCKS

COMMERCIAL CAR REGISTRATIONS BY MONTHS, 1932-1936

1936-35 Months		Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	G.M.C.	Indiana	Inter-national	Mack	Plymouth	Reo	Sterling	Stewart	Studebaker	Terraplane	White	Willys	Miscel-laneous	TOTAL
January	'36	75	94	15124	495	6207	223	14606	428	84	4743	90	193	339	8	85	143	59	409	178	177	43760
	'35	71	86	9867	550	5141	152	13260	858	27	3513	114	5	380	10	42	127	29	281	9	237	34759
February	'36	57	88	14978	510	5556	170	12226	758	115	4365	107	188	217	4	62	134	94	293	142	237	40301
	'35	41	54	11701	499	3271	113	14330	570	13	3174	63	3	292	10	34	107	15	204	69	234	34797
March	'36	88	127	19511	634	6753	205	16168	1551	119	5395	184	231	264	17	73	221	141	358	143	247	52428
	'35	56	67	13744	534	4284	132	16805	850	14	3673	100	8	389	14	60	135	34	244	138	230	41511
April	'36	121	179	23323	784	8818	271	18497	2733	134	7308	289	293	379	21	112	327	219	566	205	382	64956
	'35	79	109	15024	568	5708	177	17943	870	24	4554	159	18	449	31	62	189	90	285	152	294	46785
May	'36	109	168	21443	754	8507	275	17971	3045	178	6704	440	285	399	16	116	358	240	541	235	399	62183
	'35	78	97	16284	570	5381	193	17591	883	27	4807	189	54	616	5	60	229	72	267	224	341	47968
June	'36	96	137	19045	660	7777	287	16930	2820	135	6151	427	324	325	28	113	320	262	464	239	311	56851
	'35	73	113	17576	572	4911	178	17385	901	38	4710	103	87	439	16	69	218	108	220	266	260	48243
July	'36	137	207	21553	846	8153	280	18639	3501	219	7167	492	320	382	22	132	361	242	529	270	243	63695
	'35	99	114	18608	593	5336	202	18073	857	103	5308	147	129	439	19	85	219	86	233	298	295	51243
August	'36	139	163	20931	801	8298	251	16426	3070	132	6314	434	253	322	39	126	320	204	503	218	278	59222
	'35	91	143	18554	591	5723	219	16429	1312	118	5231	145	110	476	9	94	264	77	236	253	280	50355
September	'36	124	138	15589	826	7957	244	17044	3209	135	6640	424	166	521	17	141	327	141	510	251	207	54611
	'35	75	106	13271	529	5635	196	13715	1307	101	4963	81	48	385	9	90	167	65	249	254	144	41390
October	'36	160	155	7947	988	7546	260	11670	2789	194	6643	509	85	529	38	135	348	59	616	253	296	41220
	'35	92	129	9150	557	6822	198	12362	907	163	5350	136	43	412	17	94	209	33	381	218	166	37439
November	'36	180	134	10100	688	5318	230	5182	1284	115	4892	399	40	255	37	99	206	75	542	163	316	30255
	'35	89	116	10875	378	4642	227	14191	783	102	4136	137	35	273	17	91	137	13	334	202	157	36935
December	'36	165	105	14800	764	4408	234	11889	1792	145	5636	431	42	295	30	86	214	169	426	144	387	42162
	'35	157	111	12475	513	4634	203	13764	1344	132	4052	141	120	551	17	99	99	16	370	197	263	39258

1935-34 Months		Austin	Autocar	Brockway	Buick	Chevrolet	Diamond-T	Dodge	Federal	Ford	G.M.C.	Indiana	Inter-national	Mack	Plymouth	Reo	Sterling	Stewart	Stude-baker	Terraplane	White	Willys	Miscel-laneous	TOTAL
January	'35	35	71	86	28	9867	550	5141	152	13260	858	27	3513	114	5	380	10	42	127	29	281	9	174	34759
	'34	62	79	91	8	8917	406	2581	120	6650	555	80	2284	161	6	289	9	61	98	8	204	2	232	22903
February	'35	34	41	54	12	11701	499	3271	113	14330	570	13	3174	63	3	292	10	34	107	15	204	69	188	34797
	'34	68	58	81	6	10718	420	2723	121	6459	453	57	2150	144	8	339	14	60	109	4	300	5	179	24476
March	'35	30	56	67	22	13744	534	4284	132	16805	850	14	3673	100	8	389	14	60	135	34	244	138	178	41511
	'34	84	64	117	16	15112	501	4154	170	8632	717	61	2841	145	9	461	10	67	126	6	391	2	198	33884
April	'35	14	79	109	21	15024	568	5708	177	17943	870	24	4554	159	18	449	31	62	189	90	285	152	259	46785
	'34	73	88	104	14	15050	534	4367	178	13167	839	64	2729	206	9	527	4	90	123	23	494	2	197	38882
May	'35	17	78	97	14	16284	570	5381	193	17591	883	27	4807	189	54	616	5	60	229	72	267	224	310	47968
	'34	63	146	117	20	14148	508	4441	186	14390	1031	45	2849	212	10	578	10	103	193	88	499	1	193	39831
June	'35	13	73	113	5	17576	572	4911	178	17385	901	38	4710	103	87	439	16	69	218	108	220	266	242	48243
	'34	22	95	108	10	12981	481	3729	196	12205	884	43	2435	154	15	504	9	67	133	72	404	1	230	34778
July	'35	10	99	114	4	18608	593	5336	202	18073	857	103	5308	147	129	439	19	85	219	86	233	298	281	51243
	'34	17	99	147	11	14704	457	4224	182	12492	951	44	2548	202	16	416	17	67	156	67	352		321	37490
August	'35	5	91	143	1	18554	591	5723	219	16429	1312	118	5231	145	110	476	9	94	264	77	236	253	274	50355
	'34	6	61	107	11	15790	508	4754	162	14055	1033	41	2809	143	15	439	15	56	138	52	296	7	292	40790
September	'35	7	75	106	1	13271	529	5635	196	13715	1307	101	4963	81	48	385	9	90	167	65	249	254	136	41390
	'34	5	118	74	12	15159	420	4086	158	12250	1240	39	2538	103	9	369	3	31	153	62	199	1	196	37225
October	'35	5	94	143	3	10310	608	7241	206	13270	1096	220	5845	503	48	604	17	104	233	33	686	218	1756	43243
	'34	24	169	118	10	15723	535	4669	200	13544	1106	156	3238	146	11	364	16	52	212	57	304	2	222	40878
November	'35	5	91	117	4	10944	384	4668	227	14270	813	106	4183	194	35	302	17	91	138	13	394	202	418	37616
	'34	26	85	79	18	11296	305	3868	150	8060	886	69	2626	116	9	393	8	40	131	40	267	1	216	28689
December	'35	6	157	111	3	12475	513	4634	203	13764	1344	132	4052	141	120	551	17	99	99	16	370	197	254	39258
	'34	44	77	70	16	7919	365	4656	139	6346	754	30	2508	98	6	356	19	42	125	38	253	1	208	24070
Total	'35	181	1001	1245	116	167129	6454	61488	2190	185848	11442	862	53471	1515	660	5101	174	880	2100	638	3304	2280	2604	510683
	'34	494	1139	1213	152	157507	5440	48252	1962	128250	10449	729	31555	1830	123	5035	134	736	1697	517	3963	25	2684	403886

1933 Months	Totals	Austin	Autocar	Brockway	Buick	Chevrolet	Diamond-T	Dodge	Federal	Ford	G. M. C.	Indiana	Inter-national	Mack	Plymouth	Reo	Sterling	Stewart	Studebaker**	Terraplane	White	Willys	Miscella-neous*	Totals	Months
January	11709	64	47	39		4884	205	360	52	3734	344	80	983	79		137	12	29	134		207	26	293	11709	January
February	9707	67	41	42		4645	174	348	58	2185	271	64	1126	62		151	8	31	152		116	22	144	9707	February
March	9934	68	45	51		4749	202	489	54	2037	318	77	1201	55		132	5	32	101		97	24	197	9934	March
April	17301	86	76	97		7299	362	870	103	4556	644	120	2021	137		216	12	40	180		81	39	362	17301	April
May	20925	120	106	88		8649	375	1332	138	5665	647	109	2463	152		290	7	70	205		109	24	376	20925	May
June	23254	104	113	66		10191	363	1936	99	6080	583	102	2482	149		278	7	65	184		117	19	316	23254	June
July	30642	91	137	107		14613	440	2582	171	7058	757	160	3007	217		381	18	74	198		143	28	460	30642	July
August	28799	127	127	82		11455	432	4563	134	6840	667	133	2981	143		351	3	106	214		108	13	320	28799	August
September	31281	105	105	103		14038	473	4316	134	7088	592	111	3137	135		281	9	70	234		83	11	256	31281	September
October	28058	82	94	87		10633	498	4363	159	7113	701	130	3095	159		298	9	70	185		124	6	252	28058	October
November	18691	77	142	71		4849	333	3675	115	5524	576	95	2222	218	267		14	49	142		82	9	231	18691	November
December	14580	62	94	42		2875	282	3200	143	4517	502	71	1940	146		260	4	48	72		117	12	181	15580	December
Total	245869	1053	1127	875		98880	4132	28034	1360	62397	6602	1252	26658	1652	267	2775	108	684	2001		1384	233	3388	245869	Totals

*Includes La France-Republic, Pierce-Arrow. **Includes Rockne.

1932 Months	Totals	Autocar	Brockway	Chevrolet	Diamond-T	Dodge	Federal	Ford	G. M. C.	Indiana	Inter-national	La France-Republic	Mack	Pierce-Arrow	Reo	Sterling	Stewart	Studebaker	White	Willys-Overland	Miscella-neous*	Totals	Months
January	14767	43	77	5317	177	757	71	5119	496	*	1314	40	100	11	354	38	53	160	122	128	390	14767	January
February	14522	62	75	5581	171	621	97	4722	510	*	1271	23	110	17	292	25	86	190	147	115	407	14522	February
March	16759	166	57	6541	185	816	94	4723	541	22	1584	28	142	3	344	36	105	217	567	138	450	16759	March
April	17777	141	106	7058	238	958	149	4466	812	52	1784	26	197	5	356	24	118	301	452	137	397	17777	April
May	18688	81	74	6003	249	1015	142	7067	610	73	1703	15	184	17	357	16	123	276	144	116	423	18688	May
June	17813	99	95	5531	215	882	105	7200	596	115	1522	7	167	4	315	26	87	226	123	99	399	17813	June
July	14695	71	51	4370	192	763	95	5982	599	115	1216	8	106	6	240	17	46	205	118	88	407	14695	July
August	15010	60	49	4908	139	665	79	6282	492	114	1198	7	77	14	211	12	61	235	84	66	257	15010	August
September	15180	58	44	5300	176	657	95	6143	386	133	1243	9	82	4	230	10	57	169	110	54	220	15180	September
October	15157	98	58	5118	199	638	83	6127	491	160	1227	10	107	12	203	10	44	193	71	61	247	15157	October
November	10389	62	71	2486	161	534	76	4747	454	71	895	5	86	10	158	8	49	149	92	56	219	10389	November
December	9216	68	55	2516	137	417	81	4079	362	69	719	2	63	6	123	5	37	104	108	70	195	9216	December
Yearly Totals	179973	1009	812	60729	2239	8723	1167	66657	6349	924	15676	180	1421	109	3183	227	866	2425	2138	1128	4011	179973	Yearly Totals

*Combined with Brockway.

Who's Who

(*Continued from Page 75*)

FRENCHTOWN PORCELAIN CO., Trenton, N. J. Spark plug insulators. F. F. Gardinor, pres., gen. mgr.; Geo. E. Sinclair, secy.; S. K. Kerr, treas., pur. agt.; A. B. Campbell, sales mgr.; P. Babcock, chief engr.

FRIEDLI RECORDING DEVICE CO., 8909 Airport Way, Seattle, Wash. Brake tester, decelerometer, headlight tester. John T. Friedli, pres.; William J. Friedli, secy.; Richard G. Friedli, treas.; Robert E. Friedli, sales mgr. Bendix Products Corp., South Bend, Ind., sale agents.

FRUEHAUF TRAILER CO., 10940 Harper ave., Detroit. Trailers H. D. Harvey C. Fruehauf, pres.; Harry R. Fruehauf, vice-pres., secy.; W. C. Hanway, treas.; G. W. Chamberlin, vice-pres. in chge. sales; F. M. Reid, chief engr.; E. C. Richter, pur. agt.; Leslie C. Allman, adv. mgr. Adv. Agcy.—N. W. Ayer & Son, Philadelphia.
(See display advertising index)

FRY PRODUCTS, Inc., 5740 Cass ave., Detroit. Motor car seat covers. Walter L. Fry, pres., sales mgr.; R. L. Williams, secy.-treas.; O. S. Atterholt, gen. mgr.; Leo Eastman, chief engr. Det. Rep.—W. L. Fry, 5740 Cass ave. Adv. Agcy.—C. L. Thompson, 641 Buhl bldg., Detroit.

FULLER MFG. CO., 1419 N. Pitcher st., Kalamazoo, Mich. Transmissions and clutches for trucks, buses and industrial applications. J. Seton Gray, pres., gen. mgr.; W. Peapples, secy.-treas.; E. L. Ludvigsen, sales mgr., adv. mgr.; C. A. Cook, chief engr.; B. World, pur. agt.

FULTON CO., 1912 S. 82nd st., West Allis, Milwaukee. Ventilating wings, electric sleet frost shields, pedal pads, trailer couplings, visors, etc. S. A. Fulton, pres., treas.; F. P. Fulton, vice-pres.; L. M. Fidler, secy., pur. agt.; E. L. Worcester, sales mgr.; J. R. Thorp, chief engr.; W. L. McCrory, adv. mgr. Adv. Agcy.—W. L. McCrory, 617 N. 2nd st., Milwaukee.

FYRAC DIV.-NATIONAL LOCK CO., 7th st. and 18th ave., Rockford, Ill. Spark plugs. F. G. Hoglund, pres., gen. mgr.; D. H. Cusic, secy.; Edwin North, chief engr.; F. K. Lofgren, pur. agt.; H. M. Johnson, adv. mgr.

G

GABRIEL CO., 1407 E. 40th st., Cleveland, O. Hydraulic thermostatic shock absorbers, shock absorbers. John J. Batterman, pres.; L. W. Klein, vice-pres. and treas.; James M. Murray, secy.; E. L. Beecher, chief engr.; G. E. McAllister, pur. agt. Adv. Agcy.—McCann-Erickson, Inc., Cleveland, O.

GALION ALLSTEEL BODY CO., Galion, O. Hydraulic hoists, dump bodies. G. L. Stiefel, pres., gen. mgr.; B. J. Heiser, vice-pres., sales mgr., adv. mgr.; W. C. Mason, secy.-treas., pur. agt.; J. C. Gay, chief engr. Adv. Agcy.—J. H. Maish & Co., Akron, O.

G & O MFG. CO., 138 Winchester ave., New Haven, Conn. Engine cooling radiators, oil temperature regulators, condensers, fin tubing for all heat transfer purposes, heating Rep.—L. M. Baker, 4835 Woodward ave. mgr., sales mgr., adv. mgr.; John J. Curello, Adv. Agcy.—Bridgeport Advertising Agency. I. Newton, secy.; Charles Oppe, treas., gen. and cooling coils. A. J. Verdi, pres.; Floyd chief engr.; Mary J. Wellman, pur. agt. Det. 1427 Railroad st., Bridgeport, Conn.

GARDINER METAL CO., 4820 S. Campbell ave., Chicago. Babbitt, solder (all kinds). R. A. Gardiner, pres., gen. mgr.; H. J. Gardiner, secy., pur. agt.; F. W. Murray, treas.; James C. Shaw, sales mgr., adv. mgr.; A. F. Sternad, chief engr. Det. Rep.—Hewitt Metals Corp., 12th and Stanley ave. Adv. Agcy.—Evans Associates, 225 N. Michigan ave., Chicago.

GARDNER DISPLAYS, 520 New Center bldg., Detroit. Exhibits, displays, expositions, industrial designing, produce designing, mechanical motivation, sound equipment. W. M. Gardner, pres.; H. M. Johnson, vice-pres., gen. mgr. Det. Rep.—Hi. M. Johnson, 520 New Center bldg.
(See display advertising index)

GARLOCK PACKING CO., Palmyra, N. Y. Packings, water pump; diaphragms, fuel pump; tubing, windshield wiper. Geo. L. Abbott, pres.; R. M. Waples, secy.; Ford Wilders, mgr. auto prod. div.; Phil Arnold, sales mgr.; G. W. Cadwallader, pur. agt.; R. J. Hinkle, adv. mgr. Det. Rep.—G. W. Mack, G. M. bldg. Adv. Agcy.—Hutchins Adv. Co., Inc., Rochester, N. Y.

GAR WOOD INDUSTRIES, Inc., 7924 Riopele st., Detroit. Hoists for motor trucks, hydraulic and mechanical; bodies for motor trucks, dump, steel and aluminum; bodies, bottlers; repair towers, hydraulic; winches for motor trucks; cranes for motor trucks; pole derricks for motor trucks; heavy duty drive parts; truck tanks for oil, gasoline, milk and other liquids; bus bodies; fender guards; steam heaters. Garfield A. Wood, pres.; W. E. Duerr, secy.; G. A. Bassett, treas.; Logan T. Wood, gen. mgr.; W. H. Hammond, sales mgr.; Louis B. Wood, chief engr.; J. H. Kerns, pur. agt. Det. Rep.—Bruce F. Stout, 409 Connecticut. Adv. Agcy.—Farron Stevens, Detroit.

GATES RUBBER CO., Sales Div., Inc., 999 S. Broadway, Denver, Colo. Tires, tubes, V-belt drives, fan belts, hose, mats, molded rubber products. Chas. C. Gates, pres.; John G. Gates, secy.-treas, chief engr.; Edw. J. Tesdell, sales mgr.; R. L. Shelton, pur. agt.; Ralph Heckman, adv. mgr. Det. Rep.—J. D. Sullivan, 1448 Wabash ave. Adv. Agcy.—C. F. Woolley, Inc., Denver, Colo.

GATKE CORP., 225 N. LaSalle st., Chicago. Automotive brake linings (molded and woven), brake liners in sets, brake blocks for trucks and buses, clutch, facings, silent and metal timing gears. Thomas L. Gatke, pres., treas.; E. G. Berngen, secy., sales mgr.; Marsh Hall, asst. chief engr.; E. G. Berngen, pur. agt.; H. D. Allbright, adv. mgr.

GAUTHIER DONAT A., CONSULTING ENGR., 7408 Poe ave., Detroit, Mich. Gasoline mileage tester (and simplified scientific testing instruments for service).
(See display advertising index)

GEMLOID CORP., 425 Fourth ave., New York City. Decorative instrument panel dials, plastic designs; cloisonne designs for decorative effect. J. Frank, pres.; F. Lapin, secy.; P. Richland, vice-pres., gen. sales mgr.; W. Horney, chief engr.; A. Kaye, pur. agt..

GEMMER MFG. CO., 6400 Mt. Elliott, Detroit. Steering gears for automobiles, trucks and buses, tie rods. Edward P. Hammond, pres., gen. mgr.; Michael A. Moynihan, secy.-treas., sales mgr.; Henry Marles, chief engr.; Harry A. Johnson, pur. agt.; F. E. Phillips, adv. mgr. Adv. Agcy.—C. C. Winningham & Co., Detroit.

GENERAL ACCESSORIES CO., 225 W. 57th st., New York City. Luggage carriers, directional signals, signal control switches, brake parts, tonneau wind shields. E. T. Condon, pres.; J. F. Askin, sales mgr., gen. mgr.; E. T. Condon, chief engr.; R. Lewis, pur. agt. Adv. Agcy.—Circle Adv. Agency.

GENERAL ALLOYS CO., 387-405 W. First st., Boston, Mass. Heat treating containers, nickel-chromium heat and corrosion resistant alloy castings. H. H. Harris, pres., treas.; G. C. McCormick, vice-pres., chief engr. Det. Rep.—A. L. Grinnell, 4-137 General Motors bldg.

GENERAL ARMATURE CORP., 700 S. Clinton st., Chicago, Ill.; Prospect & Logan sts. Lock Haven, Pa. Automotive armatures, generators, field coils, generator parts. Lou Mervis, pres.; Leonard Meavis, secy.; H. L. Baer, treas.; M. B. Meavis, gen. mgr.; L. Mervis, sales mgr.; J. C. Cullin, chief engr. A. C. Potratz, Lock Haven, Fred P. Barton, Chicago, pur. agts.

GENERAL AUTOMOTIVE SPECIALTY CO., Inc., 17 W. 16th st., New York City. Ignition lock switches, head lamp gaskets. A. M. Cautin, pres.; B. F. Hermann, sales mgr.; C. B. Lowe, chief engr.

GENERAL BODY and HOIST CO., Paris and Garvey sts., Everett, Mass. High lift hoists and bodies for coal and coke, steel and aluminum bodies, truck tanks. Gerald S. Connolly, pres., treas., gen. mgr.; Joseph J. Krohn, secy.; T. A. Kirkham, sales mgr.; R. W. Ross, chief engr.; P. E. Newman, pur. agt.

GENERAL BODY CO., 1851 E. 41st st., Los Angeles. Coach trailers. Leo W. Molitor, owner.

GENERAL BODY CORP., 11830 Charlevoix ave., Detroit. H. Jay Hayes, pres.; Estok Menton, secy., chief engr.; W. S. Worcester, treas.; Martin Menton, gen. mgr.; R. C. Reichel, sales mgr. Adv. Agcy.—N. W. Ayer & Son, Detroit.

GENERAL CABLE CORP., 420 Lexington ave., New York City. Assemblies. Ignition manifold. Cable: Ground cable (braided copper strap), ignition, lighting, primary, starting, storage battery. Cord: Heavy duty service (portable tool), oil-resisting service (portable tool). Harness: Wiring. Wire: Antenna, cigar lighter, horn, magnet, spot light. D. B. G. Palmer, pres.; W. C. Hall, secy.; P. D. Rensenhouse, treas.; M. A. Kent, works mgr.; H. E. Eagleston, sales mgr.; D. M. Simmons, chief engr.; E. L. Adams, pur. agt.; D. C. Barnard, adv. mgr. Det. Rep.—W. A. Craveson, 720 Fisher bldg. Adv. Agcy.—Moser & Cotins, 420 Lexington ave., New York City.

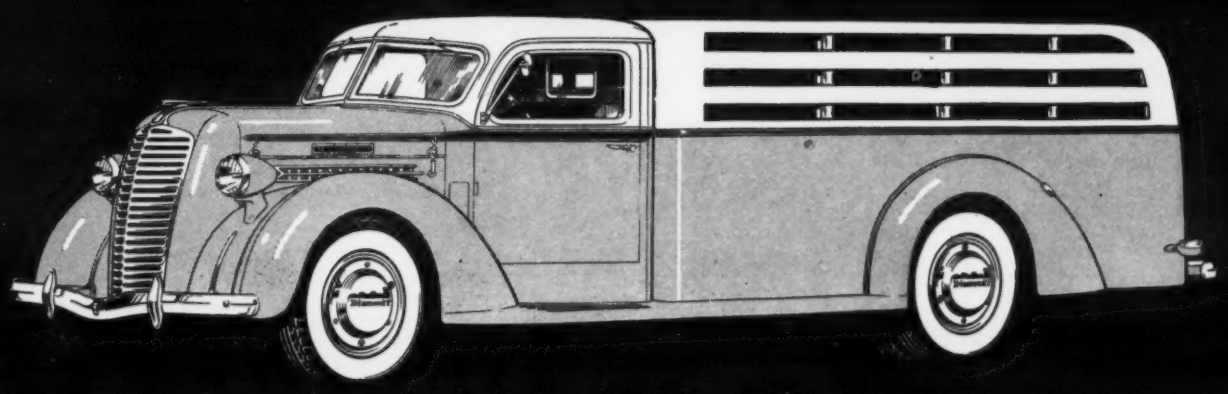
GENERAL COACH WKS., Snover, Mich. Trailer coaches for business display and camping. Garden T. Wolfe, pres.; Theadore Wolfe, gen. mgr. Det. Rep.—Fred J. Esper, 8697 Mack ave.

GENERAL ELECTRIC CO., automotive products div., 1285 Boston ave., Bridgeport, Conn. Battery chargers, testers; photometric testers, bulbs, copper oxide rectifiers, handy trouble lamps, cord sets. Gerard Swope, pres.; J. W. Lewis, Secy.; W. W. Trench, treas.; J. H. Crawford, gen. mgr.; K. W. Nelson, sales mgr.; Ralph Chesseman, chief engr.; E. E. Dunning, pur. agt.; F. A. Parnell, adv. mgr. Det. Rep.—Sam Brown, General Electric Co., 230 S. Clark st., Chicago. Adv. Agcy.—Lloyd H. Hall Co., New York.

GENERAL ELECTRIC VAPOR LAMP CO., 410 8th st., Hoboken, N. J. Industrial lamps, high intensity mercury vapor lamps, combination Mazda lamps, W. A. D. Evans, pres.; E. E. Davies, secy.; C. F. Strebig, sales mgr.; R. D. Malley, chief engr.; B. L. Webster, pur. agt. Det. Rep.—G. R. Clover, General Motors bldg. Adv. Agcy.—G. M. Basford Co., 60 E. 42nd st., New York City.

(*Continued on Page 79*)

A GREAT NEW ADDITION
TO A GREAT TRUCK LINE



THE NEW 1-1½ TON, 10,000-POUND CAPACITY, 135-INCH WHEELBASE

DIAMOND · T *Model 301*

THIS new 1-1½ ton Diamond T is precisely the kind of truck that thousands of operators have been demanding. Diamond T dealers will enjoy the greatest year's business in history . . . and model 301 will help them.

There is no other truck quite like this new Diamond T. It fills a gap which has long existed, squarely in the big-volume end of the truck market. Diamond T dealers now offer a true *truck* in the minimum-price field . . . long enough for a full 10-foot body . . . more than strong enough to handle a gross weight of 10,000 pounds . . . more than powerful enough for steady high speed anywhere. Yet its exclusive new engine is sensationally economical. And it is a Diamond T in every sense of the word.

Wherever Diamond T trucks are sold, the Diamond T dealer can be "in" on every truck deal that's open to competition. No other line of trucks in America matches the splendid coverage of the market, the closely-priced, high-value quality in every model.

Write and ask for the franchise-picture in your territory today. You will like the way Diamond T does business.

DIAMOND T MOTOR CAR COMPANY • *Established 1905*

Factory and General Offices, West 26th Street, Chicago, Ill.

$595

Standard chassis at the factory

40 MODELS IN VERSATILE DIAMOND T LINE!

Fifteen Standard Diamond T models range from the ¾-ton Model 80 up to 24,000 pounds gross capacity.

Eight Diamond T Dual-Range axle models and 17 Diamond T 6-wheel models complete the most comprehensive line of fine heavy-duty motor trucks in the industry. Largest of the 6-wheel models provides 40,000 pounds in gross capacity.

Diamond T Style, world-famous and instantly recognizable, is carried throughout.

THE DIAMOND T DEALER HAS THE IDEAL TRUCK FOR EVERY DEAL

Automotive Products Pay 75% of All Federal Excise Taxes

	1933	1934	1935	1936
Automobiles	$ 22,475,887	$ 31,533,516	$ 42,262,453	$ 56,475,926
Truck	3,046,826	5,261,207	6,674,270	8,044,343
Parts and Accessories	4,443,071	5,886,002	7,019,009	8,747,945
Rubber Tires, Tubes	23,836,119	24,704,077	28,102,446	38,241,552
Gasoline	181,125,988	170,109,269	172,263,481	86,321,448
Lubricating Oil*	12,816,534	14,657,658	17,003,162	16,521,762
Total automotive	$247,744,425	$252,151,729	$273,324,821	$314,352,976
Lubricating oil, non-automotive	$ 9,473,091	$ 10,185,831	$ 11,815,756	$ 12,463,785
Pipe Lines	10,237,275	10,008,692	9,256,287	10,423,608
Crude Petroleum Processed				859,758
Total	267,454,791	$272,346,252	$294,396,864	$338,100,127
All manufacturers' excise taxes	$346,676,272	$341,209,946	$381,644,814	$417,573,395
Percent automotive to total	71.4%	73.9%	71.6%	75.4%

*Motor vehicles used 57.5 per cent of all lubricating oil and hence paid 57.5 per cent of lubricating oil excise taxes in 1933. In 1934 and 1935 motor vehicles used 59 per cent and in 1936, 56.3 per cent. Automotive share is shown in the above table.

Reasons for Shipper Preference for Truck Transportation

(Survey by National Highway Users' Conference)

	Responses Number	Per Cent	Tonnage	Per Cent
1. Simpler classification or rates	5,664	16	28,185,610	25
2. Cheaper packing	7,521	21	30,522,851	27
3. Store door pick up	18,027	51	60,293,671	54
4. Store door delivery	23,008	65	74,933,479	67
5. Cheaper total cost	18,665	53	74,671,901	67
6. Faster service	23,095	65	82,302,031	73
7. More flexible or convenient service	15,118	43	68,512,668	61
8. Late acceptance of shipments	7,328	21	29,512,565	26
9. Less damage to or loss of freight	4,062	11	16,018,451	14
10. Personal friendship or interest	956	3	3,230,367	3
TOTAL	35,468	100	112,142,038	100

Special Truck Taxes Paid in 1936

(Facts and Figures, Automobile Manufacturers Assn.)

Personal property taxes on trucks in operation, income and property taxes on garages, terminals, repair shops, and trucking companies are not included.

In Thousands of Dollars

	Registration Fees (State)	Gasoline Tax (State)	Federal Excise Taxes	Special City & County Taxes	Miscellaneous Taxes (State)	Total Special Taxes	Average Per Truck Registered
1927	$64,691	$ 75,108	.....	$ 6,000	$ 4,896	$150,695	$51.80
1928	69,400	87,161	.....	6,400	5,467	168,428	54.15
1929	72,823	108,506	.....	6,800	6,352	194,481	57.50
1930	78,789	138,055	.....	7,200	7,042	231,086	66.40
1931	76,616	144,756	.....	7,600	7,724	236,696	68.50
1932	74,046	139,376	$23,537	8,000	7,360	252,319	78.25
1933	68,659	142,287	61,936	8,750	8,525	290,157	90.31
1934	71,852	154,170	63,038	9,000	10,768	308,828	90.92
1935	78,598	161,743	68,331	10,000	11,228	329,900	90.50
1936	89,160	191,455	78,588	10,500	13,860	383,563	95.60

Motor Taxes Paid by Owners 1919-36

(Facts and Figures, Automobile Manufacturers Assn.)

	State Registration Fees	State Gasoline Tax	Federal Excise Taxes†	Personal Property City and County Taxes‡	Total*
1919	$ 64,697,255	$ 1,022,514	$101,138,191	$35,000,000	$202,365,681
1920	102,546,212	1,363,902	149,207,520	40,000,000	295,157,877
1921	122,478,654	5,382,111	99,967,423	45,000,000	274,604,682
1922	152,047,824	12,703,088	114,793,400	50,000,000	331,329,932
1923	188,970,992	38,566,338	155,796,944	55,000,000	440,241,674
1924	225,492,252	80,442,295	139,201,755	60,000,000	507,150,141
1925	260,619,621	148,358,087	143,430,709	62,000,000	616,273,492
1926	288,282,352	187,603,231	96,255,639	66,000,000	638,272,350
1927	301,061,132	258,838,813	60,473,708	68,000,000	688,373,653
1928	322,630,025	304,871,766	20,386,176	69,000,000	716,887,967
1929	347,843,543	431,311,519	.....	70,000,000	849,155,062
1930	355,704,860	493,865,117	.....	70,000,000	919,569,997
1931	344,337,654	536,397,458	.....	68,000,000	948,735,112
1932	324,273,510	513,047,239	81,290,193§	68,382,000	986,992,942
1933	302,715,884	518,195,712	247,744,425	70,000,000	1,138,656,021
1934	307,260,000	565,027,000	252,151,729	80,400,000	1,204,838,729
1935	322,974,000	616,851,671	273,324,821	85,500,000	1,298,650,492
1936	359,783,000	686,631,000	314,352,976	87,500,000	1,448,266,976

These are taxes on the motor vehicle owners. Income and property taxes on motor vehicle, body, parts and tire factories, garages, dealers, repair shops, terminals and truck, taxicab and bus operating companies are not included.

*Totals include federal tax on vehicles for hire (fiscal year): 1919—$507,721; 1920—$2,040,243; 1921—$1,776,494; 1922—$1,768,620; 1923—$1,907,460; 1924—$2,013,839; 1925—$1,865,075; 1926—$131,128.

†Figures from Bureau of Internal Revenue; War tax removed May 29, 1928. ‡Estimated by Automobile Manufacturers Assn., including bridge and tunnel tolls.

§On sales between June 21st and December 31st, 1932.

Light Truck Operating Costs

From a Survey by the Metropolitan Life Insurance Co.

46 Fleets

Segregated According to Truck Size—13-Week Period Ending Dec. 30, 1934

	1½ Ton	1¼ Ton	1 Ton	¾ Ton	½ Ton
Number of fleets in group	30	2	16	14	13
Number of trucks in group	413	10	254	184	143
Variable Cost per mile:					
Gasoline	$0.0115	$0.0096	$0.0118	$0.0130	$0.0102
Oil	.0009	.0008	.0009	.0010	.0008
Repair labor	.0096	.0080	.0122	.0142	.0088
Repair supplies	.0060	.0074	.0064	.0076	.0049
Tires	.0023	.0010	.0020	.0029	.0016
Miscellaneous supplies and expense	.0011	.0012	.0007	.0008	.0006
Total variable cost for period	.0314	.0280	.0340	.0395	.0269
Total variable cost since purchase	.0379	.0460	.0413	.0446	.0299
Average mileage per week	382	613	344	186	255
Average mileage since purchase	55,003	181,148	80,798	83,349	40,503

100 One and One-half Ton Trucks

Classified According to Total Mileage Operated—13-Week Period Ending Dec. 30, 1934

Total Miles Operated Since Purchase	Below 15,000	15,001 to 30,000	30,001 to 40,000	40,001 to 50,000	50,001 to 60,000	60,001 to 75,000	75,001 to 100,000	100,001 to 125,000	Over 125,000
Number of trucks in group	17	14	7	7	12	14	12	7	10
Variable cost per mile:									
Gasoline	$0.0132	$0 0109	$0.0102	$0.0126	$0.0100	$0.0087	$0.0110	$0.0088	$0.0114
Oil	.0004	.0006	.0008	.0012	.0010	.0008	.0017	.0006	.0011
Repair labor	.0105	.0071	.0087	.0107	.0107	.0123	.0130	.0130	.0085
Repair supplies	.0021	.0030	.0064	.0066	.0054	.0074	.0090	.0058	.0104
Tires	.0027	.0013	.0024	.0020	.0032	.0034	.0011	.0007	.0024
Misc. supplies and expense	.0011	.0014	.0006	.0007	.0002	.0008	.0006	.0006	.0005
Total variable cost for period	.0300	.0243	.0291	.0338	.0305	.0334	.0364	.0295	.0343
Av'ge wkly mileage per truck	264	516	815	223	395	280	340	370	517
Total variable cost since pur.	.0314	.0374	.0347	.0410	.0389	.0393	.0352	.0362	.0352
Miles per gallon of gas	10.1	10.4	11.7	10.1	11.4	12.4	12.6	12.7	10.2

One and One-half Ton Trucks

Classified by States in Which Located—13-Week Period Ending Dec. 30, 1934

	Number Trucks in Group	Gasoline	Oil	Repair Labor	Repair Supplies	Tires	Misc.	Total Variable Cost	Variable Cost Since Pur.	Avge. Mileage Per Week	Avge. Mileage Since Pur.
Arkansas	5	$0.0102	$0.0011	$0.0059	$0.0040	$0.0035	$0.0005	$0.0252	$0.0277	670	59,270
California	27	.0137	.0015	.0210	.0044	.0041	.0013	.0457	.0370	203	39,360
Colorado	5	.0154	.0005	.0088	.0041	.0029	.0012	.0329	.0402	663	137,800
Connecticut	8	.0100	.0013	.0153	.0074	.0066	.0006	.0412	.0401	251	45,030
Dist. of Col.	6	.0095	.0007	.0070	.0025	.0027	.0008	.0232	.0224	689	35,860
Indiana	51	.0105	.0005	.0104	.0040	.0016	.0009	.0279	.0285	411	65,180
Iowa	24	.0114	.0010	.0097	.0087	.0029	.0008	.0345	.0408	588	137,080
Kansas	11	.0115	.0009	.0155	.0101	.0047	.0016	.0443	.0410	192	43,840
Louisiana	9	.0089	.0009	.0110	.0043	....	.0019	.0270	.0435	337	45,757
Mass.	22	.0103	.0021	.0094	.0070	.0030	.0008	.0326	.0359	273	39,600
Mississippi	12	.0144	.0013	.0084	.0049	.0031	.0035	.0356	.0356	569	61,170
Missouri	76	.0114	.0011	.0064	.0082	.0025	.0014	.0310	.0378	442	53,970
New York	49	.0112	.0010	.0115	.0082	.0021	.0006	.0346	.0388	296	59,270
Ohio	24	.0109	.0005	.0098	.0041	.0008	.0005	.0266	.0358	452	54,290
Texas	19	.0075	.0005	.0151	.0083	.0013	.0007	.0334	.0389	240	53,150
Utah	6	.0169	.0008	.0091	.0030	.0038	.0003	.0339	.0366	328	22,914
Virginia	13	.0123	.0010	.0070	.0039	.0007	.0011	.0260	.0285	517	44,793
W. Va.	30	.0132	.0008	.0093	.0028	.0024	.0011	.0296	.0405	322	20,400

Vocational Analysis, Light Duty Trucks

Classified by Type of Business (General Motors Survey of 1929)

Industry or Trade	Number of Trucks	Miles Per Gallon of Gas	Miles Per Quart of Oil	Average Payload (Lbs.)	Average Length of Haul or Route (Mi.)	Stops Per Day	Operating Costs (C'ts Per Mile)*
Auto supplies and accessories	381	13.1	129	2,004	33.7	23	15.2
Bakeries	2,755	12.9	124	1,215	60.5	93	7.9
Bottlers	460	13.4	109	3,459	40.0	49	7.8
Building material	644	12.1	104	2,894	11.6	21	16.0
Department stores	744	12.3	107	1,848	40.4	82	12.1
Coal, coke and ice	597	12.9	82	3,006	19.7	85	11.2
Coal and fuel exclusively	379	11.8	111	3,323	5.1	25	18.7
Confectioners	99	13.2	120	1,482	57.4	39	9.4
Creameries, dairies and ice cream manufacturers	1,259	12.3	105	2,202	42.0	120	10.3
Drugs and chemicals	161	13.0	83	1,687	41.2	31	33.4
Electrical contractors	136	14.6	128	1,055	14.7	19	9.2
Elevators and millers	124	13.2	113	3,207	18.5	29	9.9
Florists	142	14.2	114	1,082	17.2	32	8.6
Furniture and house furnishings	509	13.2	104	1,584	27.6	25	10.9
General merchandise	656	14.0	112	1,946	226.8	49	11.9
Grocers and food products	2,554	13.0	108	1,836	21.9	57	9.5
Hardware	200	14.1	108	1,512	12.0	27	10.9
Hay and feed	142	13.8	113	2,707	21.2	20	8.8
Lumber and millwork	598	12.5	87	2,645	11.5	20	15.0
Machinery and tools	93	13.4	96	1,358	23.2	20	14.7
Meats	1,099	12.7	122	1,758	34.3	49	9.0
Metals	150	12.4	94	2,821	33.2	23	15.2
Oils and gasoline	1,532	13.5	113	2,883	23.5	15	9.2
Plumbing and heating	232	15.1	95	1,198	12.6	30	13.3
Produce and com. merchants	346	14.3	116	2,597	78.7	28	11.1
Publishers	724	13.5	105	2,053	63.2	68	10.3
General contractors	475	13.1	102	2,538	14.3	21	10.9
Road contractors	490	11.9	106	5,311	9.4	34	9.6
General trucking	993	12.7	109	3,313	44.0	34	13.2
Laundries and cleaners	2,836	13.6	105	1,025	47.8	90	7.8
Warehouses	248	12.0	100	2,844	57.5	35	15.6
Municipal, county and state	433	12.0	98	2,429	26.1	27	8.9
Gas, electric and water	2,163	12.9	122	1,590	27.1	37	8.9

*Includes cost of maintenance and depreciation.

Who's Who

(*Continued from Page 77*)

GENERAL ETCHING & MFG. CO., 2070 W. Grand ave., Chicago. Name plates, serial plates, snuff plates, hub cap plates, and other etched, lithographed and embossed metal products. A. Moment, sales mgr. Det. Rep.—G. A. Johns, 614 Stephenson bldg.

GENERAL EXCHANGE INSURANCE CORP., Div. General Motors Corp., N. Y. L. L. Short, pres.; L. L. Lukes, exe. vice-pres.; Orville Davies, vice-pres.; W. D. Virtue, vice-pres.; H. E. Beyer, vice-pres.; D. W. McGinnis, vice-pres.; G. H. Bartholomew, secy.; W. F. Hochbrunn, treas.

GENERAL FILTERS, Inc., 9001 Alpine ave., Detroit. Oil filters. Jervis B. Webb, pres.; Arthur D. Redner, secy.-treas., pur. agt.; R. G. Gregory, sales mgr. Det. Rep.—R. G. Gregory, 9001 Alpine ave.

GENERAL HOUSEHOLD UTILITIES CO., 2650 Pulaski rd., Chicago. Automobile radios, household radios, refrigerators. Wm. C. Grunow, pres.; Sidney Arnesen, secy.; Ralph Trimarco, treas.; H. A. Alter, sales mgr.; M. W. Kenney, chief engr.; A. C. Winnan, pur. agt.; Tod Reed, adv. mgr. Det. Rep.—Specialties Dist. Corp. Adv. Agcy.—Ruthrauff & Ryan, Inc., Chicago.

GENERAL MOTORS ACCEPTANCE CORP., New York. J. J. Schumann jr., pres.; I. G. McCreery, exec. vice-pres.; G. H. Bartholomew, secy.; R. I. Hewitt, treas.; G. F. Benkhart, vice-pres. in chge. public relations. Adv. Agcy.—Campbell-Ewald Co., New York.

GENERAL MOTORS CORP., Detroit and New York. Officers: Alfred P. Sloan jr., chmn. of bd.; Donaldson Brown, vice-chrmn. of bd.; William S. Knudsen, pres.; Albert Bradley, Donaldson Brown, M. E. Coyle, R. K. Evans, Lawrence P. Fisher, William A. Fisher, Richard H. Grant, Ormond E. Hunt, Charles F. Kettering, R. Samuel McLaughlin, James D. Mooney, F. O. Tanner, Charles E. Wilson, vice-pres.; John Thomas Smith, vice-pres., gen. counsel; Thomas S. Merrill, secy.; Meyer L. Prentis, treas.; A. C. Anderson, compt. Board of Directors: Alfred P. Sloan jr., chrmn.; Donaldson Brown, vice-chrmn.; Arthur G. Bishop, Albert Bradley, Donaldson Brown, Walter S. Carpenter jr., M. E. Coyle, Henry F. duPont, Irenee duPont, Lammot duPont, Pierre S. duPont, Lawrence P. Fisher, William A. Fisher, Richard H. Grant, Ormond E. Hunt, Louis G. Kaufman, Charles F. Kettering, William S. Knudsen, Sir Harry McGowan, R. Samuel McLaughlin, James D. Mooney, Junius S. Morgan, Charles S. Mott, Fritz Opel, DeWitt Page, John L. Pratt, Seward Prosser, Arthur B. Purvis, John J. Raskob, John J. Schumann jr., Alfred P. Sloan jr., John Thomas Smith, George Whitney, Charles E. Wilson, Clarence M. Woolley, Owen D. Young. Policy committee: Alfred P. Sloan jr., chrmn.; Albert Bradley, Donaldson Brown, Walter S. Carpenter jr., Lammot duPont, William S. Knudsen, John Thomas Smith, George Whitney, Charles E. Wilson. Administration committee: Alfred P. Sloan jr., chrmn.; Albert Bradley, R. K. Evans, Lawrence P. Fisher, Richard H. Grant, Ormond E. Hunt, William S. Knudsen, James D. Mooney, F. O. Tanner, Charles E. Wilson. Transfer offices: Broadway at 57th st., New York, N. Y.; duePont bldg., Wilmington, Del. Registrars: Chase National Bank, New York,; Wilmington Trust Co., Wilmington, Del.

Manufacturing divisions of General Motors Corp.—AC Spark Plug, Allison, Buick Motor, Cadillac Motor Car, Chevrolet Motor, Delco Appliance, Delco Brake, Delco Products, Delco Radio, Delco-Remy, Export, Fisher Body, Foreign Distributors, Frigidaire, Guide Lamp, Harrison Radiator, Hyatt Bearings, Inland Manufacturing, Linden, Moraine Products, New Departure, Olds Motor Works, Packard Electric, Pontiac Motor, Saginaw Malleable Iron, Saginaw Steering Gear, Southern California, Sunlight Electrical, Ternstedt Manufacturing.

Active U. S. Subsidiaries of General Motors Corp.—Electro-Motive Corp., General Exchange Insurance Corp., General Motors Acceptance Corp., General Motors Sales Corp., United Motors Service, Inc., Winton Engine Manufacturing Corp.

GENERAL MOTORS PRODUCTS OF CANADA, Ltd., Oshawa, Prov. Ont. Passenger cars: Chevrolet, Pontiac, Oldsmobile, McLaughlin-Buick; Trucks: Chevrolet and G.M.C. R. S. McLaughlin, pres.; H. J. Aughe, asst. secy.; H. J. Carmichael, vice-pres. and gen. mgr.; C. E. McTavish, sales mgr.; G. W. Garner, chief engr.; R. J. MacFarlane, pur. agt.; C. L. Cotton, comptroller; C. B. Watt, adv. mgr. Adv. Agcy.—MacLaren Advertising Co., Ltd., Toronto, Ont.

GENERAL MOTORS TRUCK CO., South blvd., Pontiac, Mich. Trucks, trailers. I. B. Babcock, pres., gen. mgr.; T. S. Merrill, secy.; D. L. Tate, treas.; J. P. Little, vice-pres., dir. sales; C. O. Ball, chief engr.; H. J. Crichton, pur. agt.; H. T. DeHart, adv. mgr.; F. Hall, body engr.; C. J. Bock, chassis engr.; G. Roddewig, exper. engr.; R. L. Doyle, asst. to vice-pres., dir. of sales; H. T. DeHart, sales prom. mgr.; M. G. Elliott, dist. mgr.; R. P. Weaver, used car sales mgr.; G. R. Oliver, sales eng. mgr.; R. F. Reece, export; R. J. Emmert, vice-pres. and fact. mgr.; R. A. Crist, prod. mgr.; O. M. Breds, dir. of serv.; M. K. Miller, serv. mer. mgr.; F. E. Neikirk, parts serv. mgr.; W. F. Maybury, comptroller; E. E. Carroll, traffic mgr. Det. Rep.—H. A. Hand, 3925 Vermont ave. Adv. Agcy.—D. P. Brother and Co., Detroit.

(See display advertising index)

(*Continued on Page 81*)

Condition of Vehicles in Accidents

CONDITION OF CAR	Vehicles in Fatal Accidents 1936	1935	% of Total 1936	'36 % of 1935	Vehicles in Non-Fatal Accidents 1936	1935	% of Total 1936	'36 % of 1935
In apparently good condition	39,190	38,650	93.1	101.4	1,165,900	1,098,020	95.0	106.2
Brakes defective	800	790	1.9	101.3	18,410	17,900	1.5	102.8
Steering mechanism defective	210	210	.5	100.0	4,910	4,630	.4	106.0
Glaring headlights	300	380	.7	78.9	3,680	3,210	.3	114.6
One or both headlights out	210	380	.5	55.3	6,140	5,780	.5	106.2
Taillight out or obscured	130	210	.3	61.9	4,910	4,630	.4	106.0
No chains (wet and slippery road)	170	330	.4	51.5	12,270	11,560	1.0	106.1
Other defects in equipment	500	250	1.2	200.0	3,680	2,310	.3	159.3
Puncture or blowout	460	420	1.1	109.5	6,140	6,940	.5	88.5
Miscellaneous	130	210	.3	61.9	1,220	1,150	.1	106.1
Total	42,100	41,830	100.0		1,227,260	1,156,130	100.0	

COLLISION WITH	Number of Accidents 1936	1935	% of Total 1936	'36 % of 1935	Number of Persons Killed 1936	1935	% of Total 1936	'36 % of 1935	Number of Persons Injured 1936	1935	% of Total 1936	'36 % of 1935
Pedestrian	319,110	297,610	36.9	107.2	16,160	16,030	43.9	100.8	293,350	276,640	30.3	106.0
Automobile	391,760	374,490	45.3	104.6	8,980	8,900	24.4	100.9	488,850	450,320	50.5	108.6
Horse-drawn vehicle	4,320	4,960	.5	87.1	70	140	.2	50.0	4,750	5,370	.5	88.5
Railroad train	5,190	4,960	.6	104.6	1,770	1,440	4.8	122.9	5,810	4,480	.6	129.7
Street car	9,510	13,230	1.1	71.9	330	310	.9	106.5	12,580	11,640	1.3	108.1
Other vehicle	6,920	8 270	.8	83.7	290	250	.8	116.0	7,740	8,060	.8	96.0
Fixed object	53,620	53,730	6.2	99.8	3,970	4,080	10.8	97.3	65,780	64,460	6.8	102.0
Bicycle	25,080	19,840	2.9	126.4	770	580	2.1	132.8	24,200	17,910	2.5	135.1
Non-collision	43,240	47,120	5.0	91.8	4,200	4,290	11.4	97.9	58,970	53,720	6.1	109.8
Miscellaneous	6,050	2,480	.7	244.0	260	80	.7	325.0	5,810	2,680	.6	216.8
Total	864,800	826,690	100.0		36,800	36,100	100.0		967,840	895,280	100.0	

No. 1 SALES OPPORTUNITY FOR NEW MACK DEALERS

Mack Jr Model 2M with 7½-ft. panel body, one of five recently delivered to Dugan Bros. bakery. An outstanding example of sales-appeal in the Mack Jr line.

The greatest money-savers in their field, heavy-duty Macks are available in a wider range of sizes and types than ever. This model EH offers Mack quality at a new low price.

Mack

MACK now offers the most complete line of trucks in the industry. Backed by a 37-year record for building the utmost in truck quality, this is truly "America's No. 1 line of trucks"!

The sensational demand for the Mack Jr rises to new heights every day. For truck-buyers have found that this new line offered by America's foremost truck builders gives them a reliability and long-run economy never before possible in its price class.

Mack franchises are available to responsible new dealers who wish to take advantage of this No. 1 sales-and-profit opportunity. Act now!

MACK TRUCKS, INC. NEW YORK, N. Y.

● WRITE OR WIRE NOW FOR FULL DETAILS

Credit Sales of Automotive Products

The great bulk of wholesale purchases of automobiles and other motor vehicles is for cash, according to the Business Census of 1935. Only 36.5 per cent of sales is on credit, but 72.2 per cent of equipment is sold on credit. Informative tables in the report include the following:

Credit Sales of Full-Service and Limited-Function Wholesalers

KIND OF BUSINESS	All establishments		Establishments reporting credit sales			
					Credit sales	
	Number	Net sales (add 000)	Number	Sales (cash and credit) (add 000)	Amount (add 000)	Per cent
Automotive	5,672	780,424	4.331	600,647	347,229	57.8
Automobiles and other motor vehicles	399	378,726	269	256,513	93,683	36.5
Automotive equipment	4,840	349,186	3,740	297,238	214,750	72.2
Tires and tubes	433	52,512	322	46,896	38,796	82.7

Credit Sales of Manufacturers' Branches (with stocks)

KIND OF BUSINESS	All establishments		Establishments reporting credit sales			
					Credit sales	
	Number	Net sales (add 000)	Number	Sales (cash and credit) (add 000)	Amount (add 000)	Per cent
Automotive	896	1,261,865	775	1,150,995	501,534	43.6
Automobiles and other motor vehicles	432	1,006,177	417	966,947	321,113	33.2
Automotive equipment	193	46,950	171	36,764	34,771	94.6
Tires and tubes	271	208,738	187	147,284	145,650	98.9

Distribution of Sales by Classes of Customers

KIND OF BUSINESS	All establishments*		Sales of establishments reporting distribution by classes of customers										
			Total of sales analyzed	to Retailers for resale		to Individual consumers		to Industrial users		to Wholesalers		Export sales	
	Number	Total net sales (add 000)	(add 000)	Amount (add 000)	Per cent	Amount (add 000)	Per cent	Amount (add 000)	Per cent	Amount (add 000)	Per cent	Amount (add 000)	Per cent
Automotive	5,672	780,424	684,606	500,146	73.1	79,006	11.5	35,982	5.3	40,686	5.9	28,786	4.2
Automobiles and other motor vehicles	399	378,726	339,053	245,195	72.3	57,443	16.9	8,269	2.4	5,892	1.8	22,254	6.6
Automotive equipment	4,840	349,186	296,977	214,779	72.3	19,142	6.4	25,099	8.5	33,088	11.1	4,869	1.7
Tires and tubes	433	52,512	48,576	40,172	82.7	2,421	5.0	2,614	5.4	1,706	3.5	1,663	3.4

The Cost of Gasoline Taxation

State	Year Tax Levied	Collections Through 1935	Estimated Collections 1936	Estimated Total
Alabama	1923	$ 75,453,397	$ 11,803,000	$ 87,256,397
Arizona	1921	27,019,691	3,843,000	30,862,691
Arkansas	1921	67,087,479	9,235,000	76,322,479
California	1923	360,178,538	43,008,000	403,186,538
Colorado	1919	57,004,769	6,833,000	63,837,769
Connecticut	1921	47,177,756	8,835,000	56,012,756
Delaware	1923	10,649,875	1,856,000	12,505,875
District of Columbia	1924	17,967,470	2,393,000	20,360,470
Florida	1921	151,905,246	20,317,000	172,222,246
Georgia	1921	123,292,604	17,493,000	140,785,604
Idaho	1923	24,569,133	3,696,000	28,265,133
Illinois	1927	192,947,280	33,819,000	226,766,280
Indiana	1923	166,869,316	21,154,000	188,023,316
Iowa	1925	97,291,306	12,196,000	109,487,306
Kansas	1925	74,978,968	9,520,000	84,498,968
Kentucky	1920	85,085,979	11,277,000	96,362,979
Louisiana	1921	72,835,284	12,207,000	85,042,284
Maine	1923	39,146,682	5,202,000	44,348,682
Maryland	1922	68,604,531	8,921,000	77,525,531
Massachusetts	1929	103,726,769	18,448,000	122,174,769
Michigan	1925	199,596,279	25,739,000	225,335,279
Minnesota	1925	92,034,417	12,329,000	104,363,417
Mississippi	1922	65,172,756	9,062,000	74,234,756
Missouri	1925	86,131,697	11,188,000	97,319,697
Montana	1921	29,059,999	4,455,000	33,514,999
Nebraska	1925	72,781,687	11,320,000	84,101,687
Nevada	1923	7,464,437	1,080,000	8,544,437
New Hampshire	1923	23,540,073	3,181,000	26,721,073
New Jersey	1927	119,757,405	19,106,000	138,863,405
New Mexico	1919	22,919,293	3,410,000	26,329,293
New York	1929	264,820,907	55,709,000	320,529,907
North Carolina	1921	143,832,785	20,961,000	164,793,785
North Dakota	1919	20,242,533	2,301,000	22,543,533
Ohio	1925	322,077,448	43,450,000	365,527,448
Oklahoma	1923	108,132,727	13,216,000	121,348,727
Oregon	1919	66,462,378	9,218,000	75,680,378
Pennsylvania	1921	315,922,847	49,383,000	365,305,847
Rhode Island	1925	16,183,190	2,230,000	18,413,190
South Carolina	1922	74,147,691	9,695,000	83,842,691
South Dakota	1922	36,070,842	4,186,000	40,256,842
Tennessee	1923	105,661,293	18,158,000	123,819,293
Texas	1923	252,466,088	38,471,000	290,937,088
Utah	1923	22,612,350	3,088,000	25,700,350
Vermont	1923	16,671,696	2,277,000	18,948,696
Virginia	1923	110,681,625	14,714,000	125,395,625
Washington	1921	90,553,441	14,345,000	104,898,441
West Virginia	1923	52,590,839	6,810,000	59,400,839
Wisconsin	1925	116,922,261	18,028,000	134,950,261
Wyoming	1923	13,975,233	2,254,000	16,229,233
TOTAL		**$4,732,278,290**	**$691,420,000**	**$5,423,698,290**

Federal Gasoline Tax Collections
$ 62,839,827—1932
181,125,988—1933
170,109,270—1934
172,262,481—1935
186,321,449—1936
$772,659,015

GRAND TOTAL—Cost of federal and state gasoline taxes, 1919 through 1936 ..... $6,196,357,305

Production of Motor Vehicles in Canada by Months, 1929-1936

(Compiled by Canadian Automobile Chamber of Commerce)

Month	1929	1930	1931	1932	1933	1934	1935	1936
January	21,501	10,388	6,496	3,731	3,358	6,904	10,607	13,302
February	31,287	15,548	9,864	5,477	3,298	8,571	18,114	13,268
March	40,621	20,730	12,993	8,318	6,632	14,180	21,975	18,021
April	41,901	24,257	17,159	6,810	8,255	18,363	24,123	24,951
May	31,559	24,672	12,738	8,221	9,396	20,161	20,702	20,006
June	21,492	15,090	6,835	7,112	7,323	13,905	15,745	16,400
July	17,461	10,188	4,220	7,472	6,540	11,114	13,069	10,475
August	14,214	9,792	4,544	4,067	6,079	9,904	7,692	4,660
September	13,817	7,957	2,646	2,342	5,808	5,579	5,323	4,655
October	14,523	4,541	1,440	2,923	3,682	3,780	8,313	5,361
November	9,424	5,407	1,247	2,204	2,291	1,697	13,496	10,821
December	4,825	4,802	2,377	2,112	3,190	2,694	13,775	20,411
Total	**262,625**	**153,372**	**82,559**	**60,789**	**65,852**	**116,852**	**172,934**	**162,322**

Canadian Truck Output by Capacities, 1935 and 1936

Commercial Cars, Including Trucks, Buses and Chassis

	1935	1936
¾ ton and less	9,496	11,814
1 ton and less than 1½	875	830
1½ tons and less than 2	13,179	6,077
2 tons and less than 2½	8,429	7,994
2½ tons and less than 3½	1,069	4,092
3½ tons and 4½ tons inclusive	142	60
5 tons	10	20
5½ tons and over	13	18
Special (ambulances, hearses, etc.)	2	..
Buses (including truck chassis for bus use)	38	109
Total	**33,253**	**31,014**

Production and Wholesale Value in Canada, 1922-1936

(Compiled by Canadian Automobile Chamber of Commerce)

	PASSENGER CARS*		TRUCKS		TOTAL	
Year	Number	Selling Value at Works	Number	Selling Value at Works	Number	Selling Value at Works
1922	92,838	$ 67,226,654	8,169	$ 5,232,405	101,007	$ 72,459,059
1923	127,976	78,282,372	19,226	8,941,011	147,202	87,223,383
1924	114,537	70,609,960	18,043	8,125,916	132,580	78,735,876
1925	135,573	86,158,773	26,397	12,234,486	161,970	98,393,259
1926	166,887	106,000,203	37,840	16,629,334	204,727	122,629,537
1927	146,421	100,962,211	32,633	14,942,017	179,054	115,904,228
1928	197,848	127,263,877	44,206	21,913,122	242,054	149,176,999
1929	203,307	134,023,280	59,318	29,474,395	262,625	163,497,675
1930	121,337	75,253,581	32,035	16,513,225	153,372	91,766,906
1931	65,072	42,634,173	17,487	10,330,763	82,559	52,964,936
1932	50,694	32,490,129	10,095	6,070,667	60,789	38,560,796
1933	53,849	32,586,268	12,003	6,062,195	65,852	38,630,463
1934	92,647	57,260,156	24,205	12,770,318	116,852	70,030,474
1935	135,562	79,209,276	37,315	19,803,771	172,877	99,013,047
1936	128,369	76,814,258	33,790	19,140,946	162,159	95,955,204

*Prior to 1925 all chassis included with passenger cars; subsequently the division between passenger and truck chassis has been made.

Canadian Closed Car

(Compiled by Canadian Automobile Chamber of Commerce)

PASSENGER CAR PRODUCTION

Years	Total Number *	Number Open	Number Closed	% Closed
1928	176,096	40,680	135,416	77
1929	188,721	34,744	153,977	82
1930	115,535	19,849	95,686	83
1931	64,639	8,072	56,567	88
1932	48,380	3,336	45,044	93
1933	47,523	2,696	44,827	94
1934	80,118	4,295	75,823	95
1935	111,782	4,599	107,183	96
1936	108,337	2,524	105,816	98

*Excluding passenger chassis.

Retail Sales of New Automotive Vehicles in Canada By Months, 1936-1935

(Compiled by the Canadian Automobile Chamber of Commerce)

MONTHS		New Passenger Cars Units	New Passenger Cars Retail Value	New Trucks & Buses Units	New Trucks & Buses Retail Value
January	'36	4,730	$4,807,702	814	$804,564
	'35	2,857	2,868,956	615	680,722
February	'36	4,299	4,456,517	1,113	1,108,815
	'35	5,978	5,999,505	1,253	1,255,646
March	'36	9,451	9,763,372	2,149	2,237,765
	'35	9,244	9,287,801	1,717	1,608,632
April	'36	17,264	17,623,238	3,394	3,275,759
	'35	15,401	15,191,248	2,766	2,773,905
May	'36	15,854	16,105,225	3,239	3,168,375
	'35	13,858	13,495,025	2,717	2,843,865
June	'36	10,089	10,389,967	2,447	2,734,932
	'35	9,698	9,682,678	2,042	1,898,613
July	'36	6,592	6,721,562	1,642	1,726,798
	'35	6,265	6.282,368	1,619	1,676,105
August	'36	4,407	4,573,338	1,487	1,598,707
	'35	3.950	4,068.147	1,415	1,428,766
September	'36	3,120	3,369,062	1,431	1,472,881
	'35	2,593	2,818,069	1,436	1,486,471
October	'36	3,441	3,785,238	1,079	1,114,329
	'35	2,953	3,255,459	983	966,878
November	'36	5,373	5,781,795	618	666,539
	'35	5,201	5,329,638	814	798,974
December	'36	9,583	9,861,268	1,021	1,060,637
	'35	5,244	5,150,220	842	894,758
Total	'36	94,203	$97,238,284	20,438	$21,000,101
	'35	83,242	$83,429,114	18,219	$18,313,335

Note: The retail value used is the price paid by an individual purchaser at the Canadian point of manufacture and includes sales and excise taxes, charges for standard accessories, dealer's commission, etc. Freight charges from Canadian point of manufacture to point of delivery have been excluded. Duty is included in the retail value of imported cars.

Who's Who

(*Continued from Page 79*)

GENERAL PLASTICS, Inc., N. Tonawanda, N. Y. Thermosetting plastics, molded plastic. Harry M. Dent, pres.; J. F. Snyder, secy.-treas., pur. agt.; A. W. Hanmer, jr., sales mgr.; G. M. Loomis, chief engr.; H. S. Spencer, adv. mgr. **Det. Rep.**—C. C. Pickering, Book-Cadillac Hotel. **Adv. Agcy.**—J. M. Mathes, Inc., New York City.

GENERAL PRODUCTS MFG. CORP., Rockland, Mass. Ignition coils and other automotive electrical parts. W. Jones, pres. and treas.; H. Gazarian, vice-pres.; E. S. Tolmie, secy., gen. mgr., pur. agt., chief engr.; K. I. Tirrell, adv. mgr., sales mgr.

GENERAL TIRE & RUBBER CO., Englewood ave., Akron, O. Tires, tubes, accessories, repairs, water and mechanical goods, molded and extruded. W. O. O'Neil, pres., gen. mgr.; W. E. Fouse, secy.; T. Spencer Shore, treas.; L. A. McQueen, sales mgr.; Robert Iredell, chief engr.; R. M. Graham, pur. agt. **Det. Rep.**—J. J. Collins. **Adv. Agcy.**—D'Arcy Adv. Co., St. Louis, Mo.

GENERAL TRAILERS CORP., 11 Broadway, New York. Coach trailers. R. Hoyt Sloan, pres.; Frederic Bartrop, secy.; John B. Judkins, treas.

GENEVA MFG. CO., Geneva, Ill. Catalog holders. Leow Wheeler, gen. mgr., sales mgr.

GEUDER, PAESCHKE & FREY CO., 324 N. 15th st., Milwaukee, Wis. Service station equipment, radiator filling cans, oil and gasoline cans, waste cans, funnels, All-in-One liquid measures, combination liquid measures, oil service sets, tube testers, seamless oil delivery cans. Chas. W. Paeschke, pres.; J. F. Harmon, secy.; F. J. Frey, treas.; C. H. Voss, gen. sales mgr.; H. E. Pfaefle, sales mgr.; P. J. Kuipers, pur. agt.; L. J. Hots, adv. mgr.

GIBBS BATTERY CO., Inc., Corydon, Ia. Storage batteries, auto; farm light, radio, mechanics soap. S. E. Gibbs, pres.; F. B. Fry, secy.; L. R. Butcher, sales mgr.

GILBERT & BARKER MFG. CO., West Springfield, Mass. Gasoline and oil pumps and outfits of all kinds. S. C. Hope, pres., gen. mgr.; G. MacDonald, secy.; P. H. Bills, treas.; K. S. Edwards, sales mgr.; H. O. Grimmeisen, chief engr.; H. D. Foss, pur. agt.; E. J. Enoch, jr., adv. mgr. **Det. Rep.**—H. S. Hoag, 4490 Cass ave., Detroit. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

GILKIE TRAILER CORP., 1329 E. Wabash ave., Terra Haute, Ind. Auto type trailers. R. A. Oglesby, pres., sales mgr.; E. K. Strachan, secy.-treas.; E. R. Gilkison, gen. mgr.; M. Sawmiller, chief engr. **Adv. Agcy.**—Waldron Advertising Agency.

GILMER CO., L. H., for automobile manufacture and export sales, Keystone and Cottman sts., Tacony, Philadelphia, Pa. (for jobber sales, U. S. and Canada, through Johns-Manville Sales Corp., 22 E. 40th st., New York City. "V" and flat fabric and rubber belts for automotive and industrial use. John S. Krauss, pres.; R. E. S. Geare, vice-pres., sales mgr.; H. R. Disston, vice-pres.; C. H. Bridenbaugh, secy.-treas., pur. agt. **Det. Rep.**—E. W. Bernhard, 6432 Cass ave. **Adv. Agcy.**—Geare-Marston, Inc., 1600 Arch st., Philadelphia, Pa.

GLENN P. CRISSMAN CO., 5680 12th st., Detroit. Coach trailer parts. G. P. Crissman, owner.

GLIDDEN CO., 7502 Woodward ave., Detroit. Paints, varnishes, lacquers and undercoats. A. D. Joyce, pres.; C. M. Kolb, secy.; H. R. Horsburgh, treas.; Dwight P. Joyce, vice-pres., gen. mgr.; J. H. Lathe, gen. sales mgr.; W. J. O'Brien, vice-pres. chge. of prod.; J. M. Stadter, pur. agt.; E. W. Clark, adv. mgr. **Det. Rep.**—C. M. Long, D. L. Horsburgh, 1448 Wabash ave. **Adv. Agcy.**—Meldrum & Feusmith, Leader bldg., Cleveland, O.

GLOBE MFG. CO., 100 Aldrich st., Battle Creek, Mich. Air compressors, air towers, car washers. Thomas W. Childs, pres., gen. mgr., sales mgr.; Edith G. Childs, secy.; Mabel R. Tyrrell, treas., pur. agt., adv. mgr.; D. M. Putnam, chief engr., vice-pres.

GLOBE-UNION, Inc., 900 E. Keefe ave., Milwaukee, Wis. Automotive, radio and power and light batteries, spark plugs,, radio parts. C. O. Wanvig, pres.; M. W. Lade, exe. vice-pres.; T. B. Inglis, secy.; E. T. Foote, vice-pres.; W. B. Fyffe, treas.; Wyeth Allen, vice-pres.; J. D. Wanvig, jr., vice-pres. and gen. mgr.; H. H. Frey, vice-pres. in charge of sales; O. W. A. Oetting, chief engr.; A. C. Rohde, pur. agt.; R. P. Hammond, adv. mgr. **Det. Rep.**—W. R. Badgett, 2967 Boston st. **Adv. Agcy.**—Klau-Van Pietersom-Dunlap-Associates, 744 N. Fourth st., Milwaukee, Wis.

GOODRICH, B. F., CO., Akron, O. Tires, tubes, mechanical goods, accessories, drug sundries, footwear, rubber toys and dolls. David M. Goodrich, chmn. of bd.; James D. Tew, pres.; T. G. Graham, J. J. Newman, vice-pres.; S. B. Robertson, vice-pres., gen. mgr., tire div.; J. H. Connors, vice-pres., gen mgr. mechanical div.; S. M. Jett, secy.; V. I. Montenyohl, treas.; T. B. Tomkinson, compt.; A. D. Moss, dir. of pur.; T. A. Aspell, gen. mgr. automotive tire sales; C. B. O'Connor, gen. tire sales mgr.; C. E. Cook, mech. goods gen. sales mgr.; P. C. Handerson, dir. of adv.; F. T. Tucker, tire adv. mgr.; H. W. Maxson, mgr. public relations; F. J. Rees, mgr. sales prom.; H. E. VanPetten, mgr. mech. adv. **Det. Rep.**—F. O. Slutz, B. F. Goodrich Co., 2792 Grand blvd. **Adv. Agcy.**—Ruthrauff & Ryan, Inc., 405 Lexington ave., New York City (tires); Griswold Eshleman, Terminal Tower, Cleveland (mechanicals).

(See display advertising index)

GOODYEAR TIRE & RUBBER CO., Inc., 1144 E. Market st., Akron, O. Goodyear passenger car and truck tires, all traction tractors, mechanical rubber goods, belts, hose, molded goods, packing, pliofilm paint. George T. Bishop, T. M. Girdler, E. B. Greene, P. E. H. Leroy, P. W. Litchfield, H. R. Manton, G. A. Martin, Grayson M-P. Murphy, J. R. Nutt, Robert G. Payne, Robert C. Schaffner, Francis Seiberling, C. Slusser, C. F. Stone, E. J. Thomas, G. A. Tomlinson, R. S. Wilson, board of dir. P. W. Litchfield, E. J. Thomas, P. E. H. Leroy, E. B. Greene, G. M-P. Murphy, exec. and fin. comm. P. W. Litchfield, chmn of bd. and pres.; E. J. Thomas, exec. vice-pres.; C. Slusser, vice-pres. in chge. of prod.; R. S. Wilson, vice-pres. in chge. of sales; P. E. H. Leroy, vice-pres. in chge. of fin.; Chas. A. Stillman, vice-pres.; Z. C. Oseland, treas.; W. D. Shilts, secy.; C. H. Brook, compt.; H. W. Hillman, asst. treas.; F. R. Wahl, asst. secy.; W. M. Mettler, asst. secy.; C. L. Weberg, H. D. Hoskin, H. J. Young, asst. compts. **Adv. Agcy.**—Arthur Kudner, Inc., New York.

(See display advertising index)

GOULD STORAGE BATTERY CORP., 35 Neoga st., Depew, N. Y. Storage batteries for all purposes. A. H. Daggett, pres.; E. H. Church, secy.; E. F. Cary, treas.; E. Kopper, vice-pres.; J. L. Rupp, vice-pres.; E. J. Suttell, pur. agt. **Det. Rep.**—F. E. Booss, 6432 Cass ave. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Buffalo, N. Y.

GRAFO LUBRICANTS CORP., 310 Wilkes pl., Sharon, Pa. Graphite lubricants. Edward Acheson Willson, pres.; J. S. Gunther, secy.; E. A. Willson, treas.; L. R. Frye, gen. mgr.; A. M. Cunnings, sales mgr. **Adv. Agcy.**—John C. Stephan, Cleveland, O.

GRAHAM-PAIGE MOTORS CORP., 8505 W. Warren, Detroit, Mich. Passenger automobiles. J. B. Graham, pres.; R. C. Hicks, secy.-treas.; F. R. Valpey, gen. sales mgr.; F. F. Kishline, chief engr.; C. H. Richter, pur. agt.; R. B. Blanchard, acting adv. mgr. **Adv. Agcy.**—J. Walter Thompson Co., Chicago, Ill.

(See display advertising index)

GRAPHO PRODUCTS, INC., 2222 Alvord, Indianapolis, Ind. Water pumps and parts, starting cranks. Al A. D. Smith, pres.; H. P. Davison, secy.; D. I. Smith, treas., gen. mgr.; F. E. Ballew, sales mgr.; F. R. Coxen, pur. agt. **Adv. Agcy.**—Oakleigh R. French, Inc., St. Louis, Mo.

GRAMM MOTOR TRUCK CORP., Delphos, O. Motor trucks, trailers, cabs and bodies. B. A. Gramm, pres., treas., gen. mgr.; E. T. Lippincott, secy.; H. E. Ream; R. E. Shrider, sales mgr.; W. J. Gramm, chief engr., factory mgr., adv. mgr.; V. D. Buchanan, pur. agt.

GRASSELLI CHEMICAL CO., Inc., 629 Euclid ave., Cleveland, O. Acids, fluxes, heavy chemicals, chemical reagents, zinc, zinc plating chemicals, cadmium plating chemicals, plating equipment. E. W. Furst, pres.; O. C. Hook, secy.-treas.; H. P. Mansfield, sales mgr.; T. J. Kearns, pur. agt.; M. S. Dennis, adv. mgr. **Det. Rep.**—F. C. Zebornick, 1530 E. Hancock. **Adv. Agcy.**—Bayless-Kerr Co., Cleveland, O.

GRAY CO., Inc., 120 S. Tenth st., Minneapolis, Minn. Lubricating equipment, grease guns. L. L. Gray, pres., gen. mgr.; R. J. Gray, secy., chief engr.; G. F. Wheaton, treas.; H. A. Murphy, pur. agt., adv. mgr. **Det. Rep.**—Paul R. Acton, 600 Michigan Theatre bldg.

GREAT LAKES CHEMICAL CO., 187-191 North ave., Mt. Clemens, Mich. Leatherette polish and cleaner, plywood cleaner, polish, metal polish. Bruce E. Warner, Elmer H. Moss, partnership.

(See display advertising index)

GREENLEE BROS. & CO., 2136 12th st., Rockford, Ill. Multiple-spindle drilling, boring and tapping machines, four-spindle automatic screw machines, special machinery, woodworking machinery, tools for mortising and boring, hydraulic conduit and pipe benders, hydraulic pipe pushers, electricians' punches and cutters. G. C. Purdy, pres., gen. mgr.; A. E. Alverson, secy.; W. B. Greenlee, treas.; A. H. Eggers, sales mgr.; J. H. Mansfield, chief engr.; A. M. Doran, pur. agt.; R. E. Brightup, adv. mgr. **Det. Rep.**—J. M. Macrae, Greenlee branch office, 504 Curtis bldg.

GRINDER SUPPLY CO., 5071 Wabash ave., Detroit. Cylinder hones and abrasives, honing stone replacements, feeler gauges, feeler gauge steel. J. R. Peckham, owner.

GROOV-PIN CORP., 411 Kerrigan ave., Union City, N. J. Groov-Pins and Drive-Studs. E. H. Schnlewind, pres.; G. Conze, secy.-treas.; E. G. Theurer, gen. mgr., sales mgr.; M. E. Bolin, chief engr.; F. O. Becker, pur. agt. **Det. Rep.**—H. P. Hoffman, 7333 Woodward ave.

GUARANTEED PARTS CO., Inc., 250 W. 54th, New York. Complete line ignition service parts. Alex S. Hecht, pres., treas.; Fanny K. Hecht, secy.; Jack J. Braude, sales mgr.; Henry T. Miller, pur. agt.; Harry Eisner, chief engr. **Adv. Agcy.**—Alfred E. Bott Co., 220 E. 42nd st., New York.

GUIDE LAMP DIV. GENERAL MOTORS CORP., Anderson, Ind. Headlamps, fender lamps, combination rear lamps, trunk compartment lamps, dome lamps, marker lamps, reflex units, fog lamps, auxiliary driving lights, hub caps, bumper guards. F. L. Burke, pres., gen. mgr.; C. J. McLaughlin, sales mgr.; R. N. Falge, chief engr.; Howard Earl, pur. agt. **Adv. Agcy.**—Campbell-Ewald Co.

GULF OIL CORP., Gulf bldg., Pittsburgh. Gasoline, motor oils. J. Frank Drake, pres.; W. V. Hartmann, vice-pres.; H. C. Meyer, gen. sales mgr. southern div.; C. M. Gile, gen. sales mgr. northern div.; H. P. Hobart, gen. mgr. lubricating oil sales; W. R. Huber, adv. and sales prom. mgr.

GUNITE FOUNDRIES CORP., 303 Peoples ave., Rockford, Ill. Z-metal, malleable and gunite castings, gunite brake drums, Z-metal rim wrenches (truck and pass.). D. P. Forbes, pres., gen. mgr.; N. J. Schmidt.

(*Continued on Next Page*)

FOR *Proof* THAT THERE'S *Profit for You* *selling the fast-moving* GMC TRUCK LINE

THE TRUCK GMC OF VALUE

Manager of Wholesale Sales,
GENERAL MOTORS TRUCKS & TRAILERS
Pontiac, Michigan
Send the detailed facts about the GMC franchise.

Name _____

Address _____ State _____

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MAIL THIS COUPON *TODAY*

High-light FRANCHISE FEATURES

★

One of the most liberal selling agreements offered by any manufacturer in the automotive industry.

★

New low prices that open up the full truck market to GMC dealers.

★

A complete line of modern-to-the-minute trucks in both standard and cab-over-engine types.

★

Both 112-inch and 126-inch wheelbase half-ton trucks with the biggest bodies in the industry.

★

Advanced stream-styled appearance that sets a new standard.

★

A line of matched trailers to team with GMC truck-tractors.

★

Mechanical features and refinements throughout the line which fortify salesmen with convincing selling arguments.

★

Exclusive "dual-tone" color design available in twelve combinations.

★

Consistent national advertising in general, farm, trade, business and vocational publications.

★

Effective sales promotion helps.

★

An extensive field organization capable of extending intelligent help when needed.

★

Our own truck-minded finance company offering lowest available rates.

GENERAL MOTORS TRUCKS & TRAILERS

GENERAL MOTORS TRUCK & COACH • DIVISION OF YELLOW TRUCK & COACH MANUFACTURING COMPANY • PONTIAC, MICHIGAN

Who's Who

(Continued from Previous Page)

secy.-treas., pur. agt.; T. H. Nolan, adv. mgr.

H

G. M. HALL LAMP CO., 1035 E. Hancock ave., Detroit. Automotive lighting equipment, airplane landing lamps. W. F. Anklam, pres., gen. mgr.; G. A. Haire, secy.-treas.; L. A. Wine, sales mgr.; A. N. Taylor, chief engr.; J. A. Janisse, pur. agt.

HALL MFG. CO., 1500 Woodland ave., Toledo. Valve seat grinders, inserts, inserters; valve refacers; cylinder hones; hydraulic brake hones; piston pin hones; ring ridge reamers. E. A. Hall, pres., gen. mgr.; G. A. Powers, secy.-treas.; M. T. Obee, sales mgr., adv. mgr.; R. S. Beverlin, chief engr.; Wm. Heuer, pur. agt. Det. Rep.—K. Richcreek. Adv. Agcy.—H. F. Bradford, Toledo, O.

HALSTEAD PRODUCTS CO., 2021 Chapman, Oakland, Cal. Penetrating oil, break-in oil, tune-up oil, motor purge, colloidal graphite motor concentrate. C. C. Broadwater, pres.; Herbert Shuey, secy.-treas., C. C. Curtis, gen. mgr., chief engr.; W. H. Wilde, sales mgr., pur. agt., adv. mgr. Det. Rep.—Armin Leich, 3908 Carrollton ave., Indianapolis, Ind. Adv. Agcy.—T. T. McCarty, Co., Los Angeles, Cal.

HAMILTON CASTER & MFG. CO., 1637-43 Dixie hy., Hamilton, O. Industrial casters, warehouse and factory trucks, trailers. J. A. Weigel, pres., treas., gen. mgr.; M. A. Conrad, secy., pur. agt., adv. mgr.; I. C. Ball, sales mgr.; H. E. Weigel, chief engr. Det. Rep.—Glenn P. Crizman Co., 5690 12th st.

HAMILTON-WADE CO., 51-63 Haverhill st., Brockton, Mass. Leather and imitation leather welts, gimps and bindings for the automotive trade. James Christie, pres., treas.; L. F. Emery, secy.; F. A. Fisher, gen. mgr., sales mgr., pur. agt. Det. Rep.—F. N. Butz, 603 New Center bldg.

HAMLIN METAL PROD. CO., Inc., Exchange at Water sts., Akron, O. Metal stampings for automotive industry. E. W. Hamlin, pres.; J. A. Loftus, secy.-treas.; M. D. Kuhkle, vice-pres.

HAMMER BLOW TOOL CO., Wausau, Wis. Trailer hitches, axles, parking legs, draw bars, back-in hitches, automatic brakes, trailer lamps, beds, stoves, sink pumps, stainless steel sinks, body corners, building brackets. T. H. Jacobs, pres., gen. mgr., sales mgr., chief engr.; C. A. Merklein, secy.; L. B. Jacob, treas.; Lyle Romis, pur. agt., adv. agt. Adv. Agcy.—Van Hecker McLeoud, Chicago.

HANCOCK MFG. CO., 225 N. Horton st., Jackson, Mich. Automobile body hardware, steel stampings. H. W. Hancock, pres. and gen. mgr.; J. C. Wood, secy., pur. agt.; R. W. Hancock, treas., sales mgr.; R. Marple, chief engr. Det. Rep.—C. W. VanRanst, 16825 Normandy ave.

(See display advertising index)

HANDY GOVERNOR CORP., 2925 W. Fort st., Detroit. Governors: velocity and mechanical; air cleaners, oil bath; oilfilters, universal type; oil conditioners, renewable element type. A. A. Bull, pres., gen. mgr.; S. W. Farnsworth, secy.; Chas. A. Meyer, treas.; G. L. Moyers, sales mgr.; R. C. Darnell, chief engr.; F. J. Hardiman, pur. agt.; R. C. Hill, adv. mgr. Det. Rep.—Motor Car Service Co., 6645 Gratiot ave. Adv. Agcy.—Rolfe C. Spinning, Inc., Maccabees bldg., Detroit.

(See display advertising index)

HANGLITER MFG. CO., 983 S. Raymond ave., Pasadena, Calif. Piston rings. Wm. Hangliter, owner.

HANNA ENGRG. WORKS, 1765 Elston ave., Chicago. Air cylinders, pneumatic and hydraulic riveters, air hoists, operating valves. A. F. Jensen, pres.; F. C. Heinemann, pur. agt. Det. Rep.—E. J. Charron, 2842 W. Grand blvd.

HANSEN, A. L., MFG. CO., 5037 Ravenswood ave., Chicago. Complete line of locks and hinges, bus body and commercial truck cab door locks, handles and window regulators. Slamming door and slam and take-up locks, rotary and rotary and take-up locks, sliding door hardware, adjustable corner braces and motorcycle sidecar locks. One-hand tacker and stapler. A. L. Hansen, pres.; C. S. Wille, secy.-treas. and dir. of pur.; Fred A. Moreland, sales mgr., Kling-Tite div.; L. H. Lundstedt, sales mgr., body hardware div.; John M. Haggard, adv. counsel.

HANSEN MFG. CO., 1786 E. 27th st., Cleveland, O. Service station equipment. J. W. Frazier, pres., treas., sales mgr.; F. E. Hansen, secy., chief engr.

HARDIE MFG. CO., Hudson, Mich. Car washers, high pressure hose, car washer guns. H. R. Letcher, pres.; M. M. Kelley, secy.-treas.; P. Lautzenheiser, gen. mgr.; E. B. Stilson, sales mgr.; Wm. Koch, chief engr.; Geo. Boyer, pur. agt. Det. Rep.—H. M. Robins Co., export, 120 Madison ave. Adv. Agcy.—Sterling Beeson, Toledo, O.

HARLEY-DAVIDSON MOTOR CO., 3700 W. Juneau ave., Milwaukee. Motorcycles, sidecars, package trucks. Walter Davidson, pres., gen. mgr.; Wm. A. Davidson, vice-pres., works mgr., pur. agt.; Wm. S. Harley, treas., chief engr.; Arthur Davidson, secy., gen. sales mgr.; W. E. Kleinenhagen, adv. mgr. Det. Rep.—Detroit Harley-Davidson Sales, Inc., 3545 Grand River ave. Adv. Agcy.—Klau-Van Pietersom-Dunlap Assoc., Inc., Commerce bldg., 744 N. 4th st., Milwaukee.

HARRISON RADIATOR, Div. Gen. Mtrs. Corp. Washburn and Walnut st., Lockport, N. Y. Auto radiators, hot water car heaters, thermostats, oil temperature regulators, heat exchangers, power blower windshield defrosters. G. H. Hetley, res. compt.; F. M. Hardiman, gen. mgr.; D. B. Whitney, works mgr.; C. P. Hart, sales mgr. Lockport; L. J. Scheider, sales mgr. Detroit; J. R. Holmes, chief engr., prod. eng'g; L. P. Saunders, chief eng. research eng'g; B. A. Bolton, mgr. materials and pur.; K. F. Covert, adv. mgr. Det. Rep.—L. J. Schneider, 10-261 Gen. Mtrs. bldg., Detroit, Mich. Adv. Agcy.—Campbell-Ewald Co., Detroit, Mich.

HARSHAW CHEMICAL CO., 1945 E. 97th st., Cleveland, O. Chemicals: electroplating, case hardening, cleaning and pickling, galvanizing; paint, varnish and lacquer colors and chemicals. W. J. Harshaw, pres., gen. mgr.; D. T. Perry, secy.-treas.; O. J. Hall, sales mgr.; C. S. Park, chief engr.; J. R. Stevens, pur. agt.; E. J. Whitaker Jr., adv. mgr. Det. Rep.—R. R. Davies, 1627 W. Fort st.

HASTINGS MFG. CO., E. Mill st., Hastings, Mich. Piston rings, piston skirt expanders, valve rings. Emil Tyden, pres.; C. W. Dolan, secy.; R. Gross, treas.; A. E. Johnson, gen. mgr.; E. Baurer, chief engr.; Geo. Crakes, pur. agt.; E. H. Swanson, adv. mgr. Adv. Agcy.—Sidener, Van Riper & Keeling, Indianapolis, Ind.

HAYES BODY CORP., 7th and Muskegon sts., N.W., Grand Rapids, Mich.—Auto body and refrigerator stampings, tools, jigs and dies. Coach trailers, display trailers. A. A. Anderson, pres.; O. W. Birnie, secy., treas.; E. J. Connolly, gen. mgr.; R. H. Mulch, sales mgr.; Frank W. Pease, chief engr.; R. C. Croly, pur. agt.; J. F. Wright, adv. mgr. Det. Rep.—Hayes Safety Steel Co., 6460 E. Jefferson ave. Adv. Agcy.—McJunkin Adv. Co., 228 N. LaSalle st., Chicago.

HAYES INDUSTRIES, Inc., Fern and Wildwood aves., Jackson, Mich. Automobile fans, mufflers; automotive parts; aircraft wheels and brakes. C. B. Hayes, pres., gen. mgr.; E. C. Hetherwick, secy.-treas.; R. J. Wellhan, sales mgr.; J. H. Hickey, pur. agt.

HAYNES STELLITE CO., Unit of Union Carbide and Carbon Corp., Harrison and Lindsay sts. Kokomo, Ind. Heat-resisting alloys, tool bits (for turning and boring, facing and reaming), milling cutters, welding (hard-facing) rods, metal cutting tools, special tools, valve seats.

HAYS CORP., Michigan City, Ind. Window wipers (air push), exhaust gas analysers. P. T. Sprague, pres.; Otto Seigler, treas.; Shirl M. Rudolph, sales mgr.; Arnold Sollar, chief engr.; Edmund D. Kennedy, adv. mgr. Det. Rep.—Coon-DeVlamer Co., 2051 W. Lafayette blvd.

HAZARD WIRE ROPE, Div. of American Chain and Cable Co., Inc., 81 E. Ross st., Wilkes-Barre, Pa. Korodless aircraft cables. W. B. Lashar, chairman of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. Adv. Agcy.—Reincke-Ellis-Youngreen & Finn, Inc., Chicago.

HEIL CO., 3000 W. Montana st., Milwaukee, Wis. Hoists, bodies, tanks for motor trucks. Julius P. Heil, pres., treas.; Joseph F. Heil, vice-pres.; Wm. M. Chester, secy.; E. C. Gilmore, sales mgr., hoists and bodies; T. A. Burress, sales mgr., truck tanks; C. J. Heil, pur. agt.; C. E. Eisenberg, chief engr., hoists and bodies; F. G. Thwaits, chief engr., truck tanks; H. F. Pugh, adv. mgr. Det. Rep.—F. E. Ehlert, Heil Co., 1831 Clay ave. Adv. Agcy.—Editorial Service Co., Milwaukee, Wis.

HEIN-WERNER MOTOR PARTS CORP., 1200 National ave., Waukesha, Wis. Hydraulic jacks; floor and car; oil and water pumps for the motor manufacturer. G. G. Hein, pres., gen. mgr.; H. J. Frame, secy.; E. R. Estberg, treas.; R. B. Perry, sales mgr.; R. Statz, chief engr.; M. Schley, pur. agt.; A. Mogge, adv. mgr. Adv. Agcy.—Arthur Mogge, Chicago.

HENDRICKSON MOTOR TRUCK CO., 3538 S. Wabash ave., Chicago. Heavy duty motor trucks, four and six wheel models, dual axle units, power winches, hand winches, stone cranes. Robt. T. Hendrickson, pres.; Edward D. Hendrickson, secy., sales mgr., adv. mgr.; Carl R. Hendrickson, treas., gen. mgr., pur. agt.; George Hendrickson, chief engr.

HENNEY MOTOR CO., Chicago ave., Freeport, Ill. Hearses, ambulances, service cars. John W. Henney, pres., gen. mgr.; J. G. Vaughan, secy.-treas.; D. T. Warner, asst. gen. mgr., adv. mgr.; C. Roy Clough, sales mgr.; W. Jacobs, chief engr.; C. W. Stoffragen, pur. agt. Det. Rep.—Chas. Mack, 808 W. Forrest ave. Adv. Agcy.—Midwest Adv. Corp., Rockford, Ill.

HENRY & ALLEN, Inc., 2-36 Wadsworth st., Auburn, N. Y. Carbon alloy and stainless steel drop forgings and stillson wrenches. L. K. Austin, pres., gen. mgr.; H. J. Broomhall secy.-treas.; C. J. Lane, sales mgr.; E. H. Van Order, pur. agt. Det. Rep.—W. F. Mathews, 447 New Center bldg.

HENRY FORGE and TOOL, Inc., 89 York st., Auburn, N. Y. Drop forgings, up to 12 pounds, all kinds. W. M. Henry, pres., gen. mgr., sales mgr.; Mary E. Henry, secy.; P. A. Henry, treas., chief engr., adv. mgr.; L. W. Golley, pur. agt. Det. Rep.—H. Glenn Johnson, 12-216 General Motors bldg.

HENRY & WRIGHT MFG. CO., 760 Windsor st., Hartford, Conn. Dieing machines, automatic presses, steel presses, sensitive drilling machines. F. K. Simmons, pres., gen. mgr.; D. C. Jewett, secy.; H. H. Hilliard, treas.; A. E. Caserta, chief engr.; J. J. Horan, pur. agt. Det. Rep.—E. W. Slocum 2842 W. Grand blvd.

HERBRAND CORP., Fremont, O. Drop forged auto parts and automotive tools and specialized tools for lubrication and brake service. S. S. Boyer, pres.; R. O. Mead, vice-pres.; C. Traub Gottron, secy.-treas.; E. H. Schwab, chmn. of bd.; A. C. Gropp, sales mgr.; R. R. Grimshaw, chief engr.; F. D. Betts, pur. agt. Det. Rep.—R. O. Mead, 11-255 General Motors bldg.

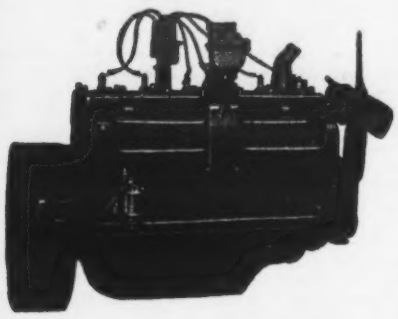
HERCULES BODY CO., 7th ave. and W. Franklin, Evansville, Ind. Commercial truck bodies. G. K. Specht, pres.

HERCULES MOTORS CORP., 201 Eleventh st., S.E., Canton, O. Gasoline, diesel and internal combustion engines and power units. Charles Balough, pres., treas., gen. mgr.; H. P. Blake, secy.; John C. Keplinger, vice-pres. in chge. of sales; H. G. Smith, chief engr.; L. B. Simonds, pur. agt. Adv. Agcy.—Grace & Bement, Inc., Detroit, Mich.

HERCULES STEEL PRODUCTS CO., Sherman st., Galion, O. Hydraulic hoists and bodies, split shaft-power take-offs. L. M. Liggett, pres.-treas.; E. P. Monroe, secy., gen mgr.; Fred Bizzantz, chief engr.; G. C. McClure, pur. agt. Det. Rep.—E. F. Hascall, 7318 Hamilton ave.

(*Continued on Page 84*)

GASOLINE ENGINES FOR ALL PURPOSES



BUILT BY CONTINENTAL

AIRCRAFT ENGINES

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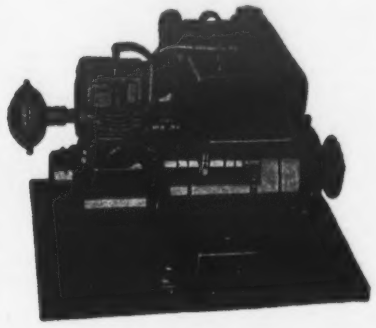
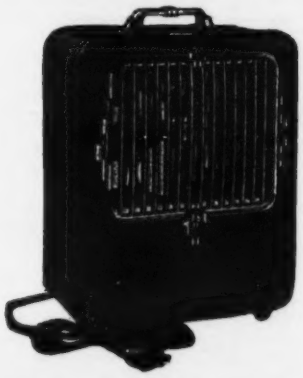
PORTABLE BATTERY CHARGERS



BUILT BY CONTINENTAL

PORTABLE AIR CLEANER



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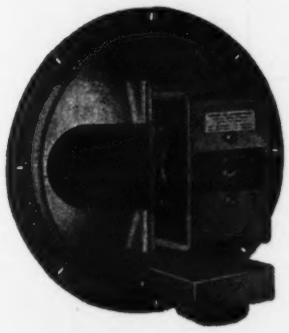
DYNAMIC RADIO SPEAKERS



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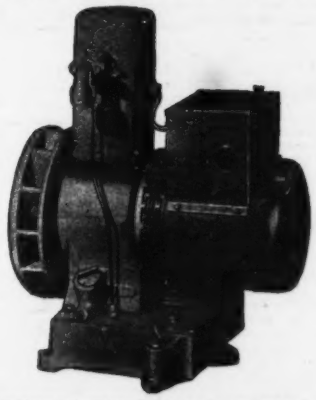
FARM LIGHTING PLANTS



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IN MANY FIELDS "BUILT BY *Continental*" MEANS ENGINEERING AND MANUFACTURING LEADERSHIP . . .

FOR more than a quarter of a century Continental Red Seal Engines have been **America's Power Standard.** In transportation, on the farms, in industry and in the air the famous Red Seal Engines have written many brilliant pages of **performance history.**

It is significant that so many prominent manufacturers use Red Seal Engines as standard equipment. And during the past thirty-five years approximately three million engines have been built. The Continental Red Seal Engine has become the most famous engine in the world today.

During the past few years, Continental has branched out into other fields, bringing to other products the same intensive research and engineering and manufacturing genius that have made Red Seal Engines so widely known and so genuinely respected. The Continental-Westinghouse Farm Lighting Plant; the Tiny-Tim Portable Battery Charger; the Perm-O-Flux Dynamic Radio Speaker; the Continental Clean Air, a portable air cleaning unit for homes and offices, are the products that are bringing new engineering and manufacturing triumph to Continental Motors Corporation.

In addition to these diversified activities, Continental has been working hand in hand with many manufacturers, supplying engineering cooperation and the vast production facilities of the big Continental factories in Detroit and Muskegon.

Distributors, wholesalers, and dealers are invited to write for complete information about the different Continental Products. And manufacturers are invited to avail themselves of Continental's engineering and production facilities.

CONTINENTAL MOTORS · Powered for the Nation · AMERICA'S STANDARD

Continental Motors Corporation

12809 E. JEFFERSON AVENUE, DETROIT, MICHIGAN

Who's Who

(*Continued from Page 82*)

HERRON-ZIMMERS MOULDING CO., 3900 E. Outer dr., Detroit, Mich. Metal mouldings, rolled sections, trailer window frames. O. L. Herron, pres.; O. D. Herron, secy.; J. H. Zimmers, treas., pur. agt.; O. J. Crowe, sales mgr. **Adv. Agcy.**—R. C. Spinning, Inc., Detroit, Mich.

HIGHLAND BODY MFG. CO., Elmwood pl., Cincinnati. Cabs, truck and trailer bodies, body parts. J. Englaender, pres.; A. J. Woltering, vice-pres., sales mgr., adv. mgr.; C. A. Reimer, secy.-treas., pur. agt.; James J. Black, chief engr. **Det. Rep.**—L. E. Craig, 1800 Abbott st.

HIGHWAY PULLMAN CO., Ltd., 2005 W. 48th st., Los Angeles, Calif. House trailers. Donald Marley, pres., prop., gen. mgr.; B. Benedict, sales mgr.; Paul B. Treat, chief engr.

HIGHWAY TRAILER CO., 421 E. Fulton st., Edgerton, Wis.—Trailers, H. D., machines, winches, derricks, public utility bodies. J. W. Menhall, pres.; E. A. Menhall, vice-pres., treas.; E. Z. Menhall, secy.; V. M. Drew, sales mgr.; E. J. Aaberg, pur. agt. **Det. Rep.**—H. W. Helms.

HINCKLEY-MYERS CO., 701 Water st., Jackson, Mich. Service station tools and equipment, engine repair tools, front wheel and axle aligners, body repair tools and supplies, lubrication equipment, electrical, battery and radiator repair equipment. B. P. Wandel, pres., gen. mgr.; J. E. Moore, vice-pres.; F. C. Bowles, secy.-treas.; A. E. Price, sales engr., pur. agt. **Det. Rep.**—Kent-Moore Organization, General Motors Research bldg.

HINDE & DAUCH CO., Sandusky, O. Insulation for cars, trucks and trailers. Sidney Frohman, pres.; W. Pfiefer, secy.; L. Wendt, treas.; J. H. MacLeod, sales mgr.; L. D. Moreton, chief engr.; Chas. Kiefer, pur. agt.; Paul Mielfield, adv. mgr. **Det. Rep.**—Chas. Harris, Stephenson bldg. **Adv. Agcy.**—Musch, Inc., Marion, O.

(See display advertising index)

HINSON MFG. CO., Waterloo, Ia. Seat covers, service shop seat protectors, radiator insect screens, heater aids (radiator covers), service garments (shop suits and coats), counter coats and jackets, leather brief cases and sales kits. Clyde Hinson, pres., treas., gen. mgr.; Russell L. DeGon, secy.; Paul J. Herzberg, sales mgr.; Ben Wengard, chief engr., pur. agt.; J. H. Lutgen, adv. mgr. **Det. Rep.**—E. C. Reamer, Fort Shelby Hotel. **Adv. Agcy.**—Weston-Barnett, Inc., Waterloo, Iowa.

HOBART BROS. CO., Troy, O. Eight-hour battery chargers, simplified arc welders, upright automatic air compressors, test bench, 20-minute car washer, paint spray. E. C. Galbreath, sales mgr.; B. A. Lutz, pur. agt.; E. A. Hobart, chief engr.; C. K. Priest, adv. mgr. **Det. Rep.**—Hobart Equipment Co., 6545 John R st. **Adv. Agcy.**—R. W. Dalton & Associates, Troy, O.

HOBBS MFG. CO., 609 N. Main st., Ft. Worth, Tex. Trailers, hand winches, cranes, well pulling winches. M. J. Neeley, pres., treas., gen. mgr.; W. E. Grace, secy., sales mgr., adv. mgr.; R. P. Akey, chief engr.; A.

(*Continued on Next Page*)

Position in New Passenger Car Regis

POSITION	1	2	3	4	5	6	7	8	9	10	11	12	13	14
January, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Chrys.**	**Pack.**	**DeSoto**	**Huds.**	**Nash**
Sales	**62999**	**50744**	**29922**	**15240**	**11552**	**9377**	**9169**	**4661**	**3943**	**3666**	**3030**	**2325**	**1752**	**1467**
January, 1935	Ford	Chev.	Plym.	Dodge	Pont.	Olds.	Buick	Terra.	Stude.	Chrys.	Huds.	DeSoto	LaFay.	Nash
Sales	46306	26549	24873	8978	5864	4453	4240	3010	2677	1924	1317	1264	851	833
February, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Chrys.**	**Pack.**	**DeSoto**	**Huds.**	**Nash**
Sales	**53327**	**43724**	**23577**	**11105**	**9363**	**7848**	**6651**	**3727**	**3199**	**2785**	**2424**	**1763**	**1236**	**970**
February, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Stude.	DeSoto	Huds.	Grah.	LaFay.
Sales	64957	29536	26886	11352	9220	8737	3651	3269	2646	2123	1458	1264	900	810
March, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Chrys.**	**Pack.**	**DeSoto**	**Nash**	**Huds.**
Sales	**87574**	**69271**	**41186**	**21180**	**17633**	**14559**	**13100**	**6324**	**5703**	**5006**	**4739**	**3270**	**1962**	**1920**
March, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Stude.	DeSoto	Huds.	Grah.	LaFay.
Sales	94986	55733	34615	17506	14755	13449	5393	4589	4283	3304	2583	1844	1323	1216
April, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Pack.**	**Chrys.**	**DeSoto**	**Huds.**	**Nash**
Sales	**111853**	**86302**	**55679**	**28395**	**24682**	**20122**	**18956**	**9888**	**7775**	**6690**	**6652**	**4286**	**2809**	**2737**
April, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Stude.	Pack.	DeSoto	Huds.	LaFay.
Sales	105479	75083	42707	20302	17661	16038	6952	6156	5204	4527	3236	3084	2544	1917
May, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Chrys.**	**Pack.**	**DeSoto**	**Nash**	**Huds.**
Sales	**109598**	**85209**	**55637**	**27832**	**23956**	**20406**	**17950**	**9535**	**7657**	**6603**	**6302**	**4655**	**2676**	**2611**
May, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Stude.	Pack.	DeSoto	Huds.	Grah.
Sales	93467	59209	43713	20092	17930	16058	7082	6113	5217	4479	3964	2957	2486	1838
June, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Stude.**	**Chrys.**	**Pack.**	**DeSoto**	**LaFay.**	**Nash**
Sales	**102949**	**80527**	**54009**	**26841**	**21556**	**19537**	**16174**	**8802**	**7187**	**5915**	**5518**	**5280**	**2310**	**2258**
June, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Pack.	Stude.	DeSoto	Huds.	Nash
Sales	83273	66054	40263	18693	16421	14978	6758	5704	4778	4313	3966	2917	2192	2144
July, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Terra.**	**Chrys.**	**DeSoto**	**Stude.**	**Pack.**	**LaFay.**	**Nash**
Sales	**99678**	**81703**	**51764**	**25838**	**19602**	**18693**	**15482**	**8407**	**5725**	**5462**	**5457**	**5070**	**2315**	**2153**
July, 1935	Ford	Chev.	Plym.	Dodge	Olds.	Pont.	Buick	Terra.	Chrys.	Pack.	Stude.	DeSoto	Nash*	Huds.*
Sales	83203	71226	40674	18951	15632	15208	6700	5454	4542	4242	3913	3057	2081	2081
August, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Olds.**	**Pont.**	**Buick**	**Pack.**	**Terra.**	**Chrys.**	**DeSoto**	**Stude.**	**Nash**	**LaFay.**
Sales	**74496**	**59582**	**38745**	**19816**	**13047**	**12936**	**11378**	**5923**	**5871**	**4259**	**3753**	**2601**	**1698**	**1376**
August, 1935	Chev.	Ford	Plym.	Dodge	Pont.	Olds.	Buick	Terra.	Pack.	Chrys.	Stude.	DeSoto	LaFay.	Nash
Sales	68281	61590	32147	14888	11906	11839	4717	4583	3741	3443	3317	2468	2181	1708
September, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Pont.**	**Olds.**	**Pack.**	**Buick**	**Stude.**	**Terra.**	**Chrys.**	**DeSoto**	**Nash**	**Linc.**
Sales	**55946**	**54726**	**29326**	**15257**	**9335**	**8837**	**6131**	**5454**	**4808**	**4257**	**3216**	**2712**	**1246**	**1122**
September, 1935	Chev.	Ford	Plym.	Pont.	Dodge	Olds.	Buick	Pack.	Terra.	Stude	Chrys.	LaFay.	DeSoto	Nash
Sales	48994	43775	17737	7427	7413	6089	4479	2827	2782	2726	2284	1920	1761	1374
October, 1936	**Ford**	**Plym.**	**Chev.**	**Dodge**	**Buick**	**Pack.**	**Stude.**	**Pont.**	**Olds.**	**Terra.**	**Chrys.**	**DeSoto**	**Linc.**	**Nash**
Sales	**45710**	**30332**	**28241**	**14776**	**8688**	**8453**	**7202**	**6757**	**3942**	**3421**	**2550**	**2417**	**1778**	**1609**
October, 1935	Ford	Chev.	Plym.	Buick	Pont.	Olds.	Dodge	Pack.	Stude.	Terra.	DeSoto	Chrys.	LaFay.	Grah.
Sales	38311	34869	16518	12760	8037	7807	7719	4970	2575	2179	1647	1535	1492	1290
November, 1936	**Chev.**	**Plym.**	**Ford**	**Dodge**	**Buick**	**Pont.**	**Pack.**	**Stude.**	**Terra.**	**Chrys.**	**Olds.**	**DeSoto**	**Nash**	**Linc.**
Sales	**63094**	**42726**	**27694**	**18505**	**16200**	**12694**	**6963**	**5739**	**5381**	**4809**	**4591**	**3541**	**3150**	**1696**
November, 1935	Chev.	Ford	Plym.	Dodge	Olds.	Buick	Pont.	Pack.	Terra.	Stude.	Huds.	DeSoto	LaSalle	Willys
Sales	57379	56578	30321	15897	13356	12612	11409	4493	3962	1968	1859	1350	1173	1137
December, 1936	**Chev.**	**Ford**	**Plym.**	**Dodge**	**Buick**	**Olds.**	**Pont.**	**Terra.**	**Pack.**	**Chrys.**	**Stude.**	**DeSoto**	**Nash**	**LaSalle**
Sales	**80552**	**63367**	**46677**	**23733**	**21485**	**19727**	**19405**	**8197**	**7529**	**7512**	**6564**	**5624**	**4840**	**3039**
December, 1935	Chev.	Ford	Plym.	Dodge	Olds.	Buick	Pont.	Terra.	Pack.	Stude.	Chrys.	DeSoto	Huds.	Nash
Sales	63785	54594	32531	16979	14212	12291	11011	6037	4160	3998	3552	2409	2309	1903

* Tied

United States Exports of New and Used Passenger Cars

Month—Year		PASSENGER CARS AND CHASSIS: Under $850 Units	Under $850 Value	$850 to $1,200 Units	$850 to $1,200 Value	$1,200 to $2,000 Units	$1,200 to $2,000 Value	Over $2,000 Units	Over $2,000 Value	TOTAL: Pass. Car & Chassis Units	Pass. Car & Chassis Value	Used Cars Units	Used Cars Value	Pass. Car Engines Units	Pass. Car Engines Value
January	**'36**	**14,729**	**$7,675,596**	**818**	**$ 784,655**	**143**	**$205,729**	**89**	**$230,457**	**15,779**	**$8,896,437**	**88**	**$34,542**	**4,822**	**$318,210**
	'35	9,977	5,361,657	692	657,821	147	235,788	109	273,529	10,295	6,528,795	90	34,642	2,110	135,623
	'34	3,049	1,725,967	357	343,380	130	205,877	65	170,827	3,601	2,446,051	84	31,762	1,697	98,123
February	**'36**	**14,366**	**7,561,863**	**1,348**	**1,294,186**	**154**	**223,383**	**76**	**190,993**	**15,944**	**9,270,425**	**102**	**42,523**	**6,294**	**468,713**
	'35	13,692	7,258,366	1,072	1,034,356	125	193,362	95	250,634	14,984	8,736,718	83	30,342	2,660	180,707
	'34	8,181	4,205,278	391	382,329	165	265,019	44	120,901	8,781	4,973,527	91	32,601	1,854	110,358
March	**'36**	**16,994**	**9,254,360**	**1,554**	**1,495,025**	**172**	**257,291**	**72**	**198,322**	**18,792**	**11,204,998**	**129**	**59,107**	**6,417**	**478,411**
	'35	19,909	9,904,096	792	759,620	138	211,029	70	194,875	20,909	11,069,620	75	34,351	2,852	177,767
	'34	15,170	7,240,140	691	649,526	157	255,900	60	154,340	16,078	8,299,906	64	18,257	4,156	256,815
April	**'36**	**15,925**	**8,294,871**	**1,343**	**1,282,245**	**203**	**295,838**	**112**	**279,651**	**17,583**	**10,152,605**	**140**	**61,220**	**5,796**	**317,681**
	'35	17,234	8,777,056	824	793,945	114	172,771	72	197,658	18,244	9,941,430	97	37,906	4,133	266,114
	'34	15,294	7,444,242	788	764,029	243	380,095	55	134,098	16,380	8,722,464	131	52,217	4,332	272,957
May	**'36**	**16,226**	**8,017,728**	**1,043**	**1,017,208**	**212**	**326,288**	**82**	**216,172**	**17,563**	**9,577,396**	**157**	**62,923**	**4,636**	**280,651**
	'35	12,316	6,624,343	944	883,254	149	224,668	94	257,869	13,503	7,990,134	101	41,082	3,824	228,257
	'34	14,747	7,433,810	793	766,632	286	429,738	92	250,354	15,918	8,880,534	136	53,716	3,313	206,164
June	**'36**	**13,819**	**6,955,901**	**745**	**723,241**	**164**	**242,480**	**77**	**201,527**	**14,805**	**8,123,099**	**181**	**74,418**	**4,195**	**301,716**
	'35	15,370	7,797,063	893	831,084	105	153,671	48	115,792	16,416	8,897,610	105	43,512	1,845	119,956
	'34	16,575	8,418,727	1,015	996,143	229	344,017	54	141,786	17,873	9,900,673	98	39,009	2,016	117,211
Six Months	**'36**	**92,059**	**47,760,319**	**6,851**	**6,596,560**	**1,048**	**1,551,009**	**508**	**1,317,122**	**100,466**	**57,224,960**	**797**	**334,733**	**32,160**	**2,165,382**
	'35	88,498	45,722,581	5,217	4,960,080	778	1,191,289	488	1,290,357	94,981	53,164,307	551	221,835	17,424	1,108,424
	'34	73,016	36,468,164	4,035	3,902,039	1,210	1,880,646	370	972,306	78,631	43,223,155	604	227,562	17,368	1,061,718
July	**'36**	**11,855**	**5,832,137**	**549**	**534,387**	**94**	**137,369**	**27**	**72,588**	**12,525**	**6,576,481**	**183**	**79,650**	**3,247**	**238,150**
	'35	13,599	7,149,928	899	833,096	64	101,195	55	148,939	14,617	8,233,158	135	55,138	1,154	78,341
	'34	15,867	8,100,842	1,323	1,227,034	242	351,157	61	163,187	17,493	9,892,220	128	47,858	1,326	94,904
August	**'36**	**7,902**	**3,830,900**	**250**	**242,263**	**38**	**57,552**	**19**	**55,296**	**8,209**	**4,186,011**	**114**	**50,753**	**546**	**44,136**
	'35	9,512	5,022,311	399	380,007	62	95,708	46	125,588	10,019	5,623,614	57	27,993	413	33,114
	'34	11,457	5,788,936	784	743,437	139	199,932	65	183,594	12,445	6,915,899	91	36,421	784	55,267
September	**'36**	**4,022**	**2,228,689**	**287**	**264,882**	**65**	**108,169**	**71**	**194,832**	**4,445**	**2,796,572**	**119**	**50,963**	**3,311**	**275,098**
	'35	5,079	2,667,227	327	315,271	78	123,642	42	101,308	5,526	3,207,448	97	39,928	201	12,997
	'34	9,459	4,716,614	490	465,893	151	213,428	59	143,362	10,159	5,539,297	77	32,691	554	38,702
October	**'36**	**8,607**	**4,816,480**	**902**	**850,474**	**150**	**226,466**	**88**	**218,222**	**9,747**	**6,111,642**	**147**	**64,580**	**1,760**	**99,564**
	'35	6,826	3,170,211	462	433,702	73	111,410	36	88,360	7,397	3,803,683	74	33,018	2,834	188,360
	'34	7,406	3,703,199	391	380,619	102	154,024	42	98,077	7,941	4,335,919	99	40,490	177	25,774
November	**'36**	**18,427**	**10,144,598**	**1,269**	**1,188,681**	**145**	**222,510**	**77**	**183,787**	**19,918**	**11,739,576**	**114**	**45,767**	**2,385**	**130,185**
	'35	21,476	10,024,520	613	598,337	200	289,777	91	226,285	22,380	11,138,919	111	46,803	3,976	344,589
	'34	8,572	3,332,506	374	365,515	85	129,069	88	213,492	9,119	4,040,582	91	33,273	239	18,913
December	**'36**	**22,629**	**12,175,443**	**1,650**	**1,561,036**	**277**	**419,596**	**91**	**232,937**	**24,647**	**14,389,012**	**141**	**54,865**	**7,404**	**518,288**
	'35	16,545	8,110,802	842	784,475	208	311,405	57	132,946	17,652	9,339,628	84	38,553	3,191	231,083
	'34	7,640	3,253,537	356	348,340	89	134,752	41	99,660	8,126	3,836,289	153	56,344	1,557	104,193
TOTAL	**'36**	**165,501**	**86,788,566**	**11,758**	**11,238,283**	**1,817**	**2,722,621**	**881**	**2,274,784**	**179,957**	**103,024,254**	**1,615**	**681,311**	**50,813**	**3,470,803**
	'35	161,535	81,867,580	8,759	8,304,968	1,463	2,224,426	815	2,113,783	172,572	94,510,757	1,109	463,268	29,193	1,996,908
	'34	133,417	65,363,798	7,753	7,482,877	2,018	3,063,008	726	1,873,678	143,914	77,783,361	1,243	474,639	22,005	1,399,471

trations, Month By Month, 1936-1935

POSITION	14	15	16	17	18	19	20	21	22	23	24	
January, 1936	**LaFay.**	**Grah.**	**Cad.**	**Linc.**	**LaSalle**	**Willys**	**Hupp**	**Reo**	**Aub.†**	**Prc.Arr.**	**Misc.**	
Sales	**1128**	**892**	**856**	**801**	**714**	**707**	**328**	**241**	**201**	**56**	**11**	**215782**
January, 1935	Grah.	Hupp	Aub.	Pack.	LaSalle	Cad.	Willys	Reo	Linc.	Prc. Arr.	Misc.	
Sales	596	552	486	431	369	297	267	228	115	50	108	136635
February, 1936	**LaFay.**	**Grah.**	**Willys**	**Linc.**	**Cad.**	**LaSalle**	**Hupp**	**Aub.†**	**Reo**	**Prc.Arr.**	**Misc.**	
Sales	**869**	**798**	**781**	**699**	**637**	**568**	**208**	**182**	**157**	**48**	**22**	**176668**
February, 1935	Nash	Willys	Hupp.	Aub.	LaSalle	Pack.	Cad.	Reo	Linc.	Prc. Arr	Misc.	
Sales	803	637	440	423	404	348	316	194	113	39	89	170615
March, 1936	**LaFay.**	**Grah.**	**LaSalle**	**Cad.**	**Linc.**	**Willys**	**Reo**	**Hupp**	**Aub.†**	**Prc.Arr.**	**Misc.**	
Sales	**1695**	**1290**	**1040**	**1027**	**1016**	**799**	**324**	**300**	**266**	**72**	**16**	**301272**
March, 1935	Nash	Willys	Pack.	Hupp	LaSalle	Aub.	Cad.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1212	974	928	795	500	482	433	317	142	59	56	261477
April, 1936	**LaFay.**	**Grah.**	**LaSalle**	**Linc.**	**Cad.**	**Willys**	**Reo**	**Aub.†**	**Hupp.**	**Prc.Arr.**	**Misc.**	
Sales	**2306**	**1654**	**1448**	**1400**	**1310**	**994**	**428**	**426**	**211**	**100**	**87**	**397190**
April, 1935	Grah.	Nash	LaSalle	Willys	Hupp	Aub.	Cad.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1891	1748	1379	952	947	564	541	411	190	75	62	319650
May, 1936	**LaFay.**	**Grah.**	**LaSalle**	**Linc.**	**Willys**	**Cad.**	**Aub.†**	**Reo**	**Hupp**	**Prc.Arr**	**Misc.**	
Sales	**2495**	**2021**	**1394**	**1367**	**1309**	**1209**	**453**	**415**	**176**	**76**	**128**	**392750**
May, 1935	LaFay.	Nash*	LaSalle*	Willys	Hupp	Aub.	Cad.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1684	1593	1593	981	877	561	549	418	211	75	52	293199
June, 1936	**Huds.**	**Grah.**	**Willys**	**Linc.**	**LaSalle**	**Cad.**	**Reo**	**Aub.†**	**Hupp**	**Prc.Arr.**	**Misc.**	
Sales	**1987**	**1837**	**1539**	**1243**	**1097**	**1035**	**361**	**329**	**119**	**59**	**954**	**369423**
June, 1935	Grah.	LaSalle	LaFay.	Willys	Hupp	Cad.	Aub.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1728	1403	1264	1062	724	529	495	411	159	80	51	280360
July, 1936	**Grah.**	**Huds.**	**Willys**	**Linc.**	**LaSalle**	**Cad.**	**Reo**	**Aub.†**	**Hupp**	**Prc.Arr.**	**Misc.**	
Sales	**1925**	**1849**	**1513**	**1322**	**1024**	**1018**	**354**	**299**	**92**	**70**	**675**	**357490**
July, 1935	LaFay.	Grah.	Willys	LaSalle	Hupp	Aub.	Cad.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1872	1763	1157	1101	727	522	457	365	129	87	34	285178
August, 1936	**Huds.**	**Grah.**	**Willys**	**Linc.**	**Cad.**	**LaSalle**	**Reo**	**Aub.†**	**Prc.Arr.**	**Hupp**	**Misc.**	
Sales	**1335**	**1329**	**1128**	**1056**	**913**	**853**	**244**	**238**	**83**	**49**	**203**	**262912**
August, 1935	Huds.	Grah.	LaSalle	Willys	Hupp	Aub.	Reo	Cad.	Linc.	Prc. Arr.	Misc.	
Sales	1600	1570	1056	860	627	415	370	314	133	722	31	233851
September, 1936	**Grah.**	**Willys***	**Huds.***	**LaSalle**	**LaFay.**	**Cad.**	**Reo**	**Aub.†**	**Prc.Arr.**	**Hupp**	**Misc.**	
Sales	**1096**	**1003**	**1003**	**879**	**873**	**795**	**215**	**181**	**67**	**32**	**379**	**208896**
September, 1935	Grah.	Huds.	LaSalle	Willys	Hupp	Reo	Aub.	Cad.	Linc.	Prc. Arr.	Misc.	
Sales	1234	1061	740	594	492	370	349	290	100	78	202	157098
October, 1936	**Grah.**	**Willys**	**Huds.**	**Cad.**	**LaFay.**	**LaSalle**	**Reo**	**Aub.†**	**Prc.Arr.**	**Hupp**	**Misc.**	
Sales	**1059**	**968**	**957**	**613**	**525**	**503**	**203**	**174**	**62**	**19**	**360**	**171319**
October, 1935	Nash	LaSalle	Huds.	Cad.	Willys	Hupp	Aub.	Reo	Prc.Arr.	Linc.	Misc.	
Sales	1213	1038	1030	781	744	426	358	288	108	106	588	148389
November, 1936	**Huds.**	**LaSalle**	**Grah.**	**Cad.**	**Willys**	**LaFay.**	**Aub.†**	**Reo**	**Prc.Arr.**	**Hupp**	**Misc.**	
Sales	**1453**	**1433**	**1070**	**968**	**556**	**201**	**134**	**125**	**54**	**10**	**773**	**223560**
November, 1935	Nash	Chrys.	Cad.	LaFay.	Grah.	Hupp	Aub.	Reo	Linc.	Prc. Arr.	Misc.	
Sales	1133	1128	1055	1035	757	359	263	233	180	73	552	220262
December, 1936	**Linc.**	**Huds.**	**Grah.**	**Cad.**	**Willys**	**LaFay.**	**Aub.†**	**Reo**	**Prc.Arr.**	**Hupp**	**Misc.**	
Sales	**2067**	**1913**	**1468**	**1385**	**1126**	**211**	**139**	**79**	**46**	**12**	**606**	**327303**
December, 1935	LaFay.	Cad.	Grah.	Willys	LaSalle	Linc.	Hupp	Reo	Aub.	Prc. Arr.	Misc.	
Sales	1203	1130	1075	1074	1019	792	484	289	245	79	33	237194

*Tied. †Includes Cord.

Who's Who

(Continued from Previous Page)

E. Dietering, pur. agt. **Adv. Agcy.**—Advertising-Business Co., 1215 Throckmorton, Ft. Worth, Tex.

HODELL CHAIN CO., 3924 Cooper ave., Cleveland, O. Tire chains, tractor chains, tow chains, alcohol pumps, emergency chains, sling chains. Fred G. Hodell, pres., treas.; C. A. Puckett, secy.; V. J. Rumpler, sales mgr.; M. Reber, pur. agt.; G. P. Blackiston, adv. mgr.

HODES-ZINK MFG. CO., Fremont, O. Fabric auto accessories—covers: seat, fender, cushions, radiator; radiator screens, chemical products, floor mats, decalcomanias, floor carpets, welts-gimps. A. K. Hodes, pres.; H. E. Zink, vice-pres., gen. mgr., secy.; C. M. Werling, brch. mgr. Passaic, N. J.; W. A. Zink, sales mgr.; C. Cole, pur. agt.; C. F. Dahlhofer, adv. mgr. **Det. Rep.**—F. A. Sampson, 435 12th st., Toledo, O.

HOLCROFT & CO., 6545 Epworth blvd., Detroit. Furnaces, core and mold ovens, ceramic kilns. C. T. Holcroft, pres.; R. T. Cadwell, secy.-treas.; C. L. Joy, chief engr.; W. H. Holcroft, pur. agt.

HOLFAST RUBBER CO., Atlanta, Ga. Fan belts, radiator hose, universal joint discs. H. I. Diamond, pres.; H. C. Rosendorf, vice-pres., treas., pur. agt.; M. E. Hill, vice-pres., secy., sales mgr., adv. mgr.; W. W. Griffin, vice-pres.; Carter N. Paden, chief engr. **Det. Rep.**—W. L. Moins.

HOLLEY CARBURETOR CO., Vancouver ave. and P. M. R. R., Detroit. Carburetors and automotive accessories. George M. Holley, chmn. of bd.; Earl Holley, pres., treas.; D. W. Candler, vice-pres., gen. mgr.; M. C. Carpenter, vice-pres.; R. J. Haggith, asst. treas.; J. F. English, secy.; H. C. Webb, pur. agt.

HOLLINGSHEAD, R. M., CORP., Camden, N. J. Automotive chemicals, anti-freeze motor oil, lubricants, soap. R. M. Hollingshead, pres.; R. M. Bagley, vice-pres.; W. S. Hollingshead, vice-pres. chge. sales; R. M. Hollingshead jr., vice-pres. chge mfg.; C. W. Schwank, gen. sales mgr.; L. A. Thompson, pur. agt.; T. J. Bagley, chief engr., chief chemist; F. G. Mitten, adv. mgr. **Adv. Agcy.**—Badger & Browning, Boston, Mass.

HOLLYWOOD STEEL TRAILER CO., 1315 Wilshire blvd., Los Angeles, Calif. House trailers. A. H. Alexander, pres., gen. mgr.; A. E. Verrill, sales mgr.; E. M. Rahm, chief engr.; Geo. F. Godfrey, pur. agt., adv. mgr. **Adv. Agcy.**—Russel P. Ostrander, 443 S. San Pedro, Los Angeles, Calif.

ERNEST HOLMES CO., 700 E. Main st., Chattanooga, Tenn. Power wreckers, service bodies, metal spray guns, steel creepers, replacement battery boxes, oil receivers. E. W. Holmes, sr., pres., gen. mgr., chief engr.; S. B. Strang, secy.; L. Millsaps, treas.; C. C. Shackleford, sales mgr.; Garnett Ross, pur. agt. **Det. Rep.**—A. M. Floyd, Eminence, Ky. **Adv. Agcy.**—Acme Advertising Agency, Atlanta, Ga.

HOMER FURNACE & FOUNDRY CORP., **(Automotive Div.), 290 S. Clay st., Coldwater, Mich. Automotive replacement parts**

(Continued on Page 88)

Service Trade—Number of Establishments

STATE	Auto Laundries	Auto Paint Shops	Auto Radiator Shops	Auto Rental Service	Auto Storage Garages	Auto Top and Body Repair	Battery and Ignition Repair	Parking Lots	Tire Repair Shops	Other Automotive Repairs	Total Automotive Group	Total All Businesses	Total Receipts All Businesses
Alabama	3	5	6	33	51	42	25	24	19	1	209	7,620	$ 16,077,000
Arizona	5	8	1	6	8	25	5	8	6	—	72	1,381	5,112,000
Arkansas	7	7	10	6	13	27	6	3	14	—	93	5,427	11,206,000
California	184	227	63	69	431	591	178	860	143	125	2,871	39,480	178,527,000
Colorado	8	23	17	12	56	68	26	63	27	9	309	5,466	15,790,000
Connecticut	17	35	17	15	78	127	32	85	10	14	430	7,454	26,560,000
Delaware	3	2	1	1	33	6	8	6	—	1	61	1,256	4,052,000
District of Columbia	4	7	4	4	20	18	11	78	7	5	158	2,962	19,363,000
Florida	4	45	17	18	50	103	32	36	19	7	331	6,261	23,140,000
Georgia	6	14	18	9	63	74	28	53	19	3	287	9,087	23,541,000
Idaho	—	1	6	2	3	16	8	1	14	4	55	2,524	5,621,000
Illinois	46	72	49	42	613	237	131	166	144	47	1,547	36,760	172,615,000
Indiana	34	42	40	11	126	156	64	72	66	15	626	15,354	37,914,000
Iowa	10	32	35	10	70	98	49	34	76	5	419	13,550	30,687,000
Kansas	9	21	18	5	39	96	69	30	63	8	358	9,290	19,784,000
Kentucky	14	13	10	11	59	34	13	30	28	3	215	9,264	20,879,000
Louisiana	10	14	6	14	58	49	21	37	25	2	236	6,262	21,539,000
Maine	4	11	10	2	33	35	17	8	7	2	129	3,561	9,551,000
Maryland	12	16	14	11	92	59	27	31	26	6	294	7,058	22,743,000
Massachusetts	19	66	43	38	335	222	101	85	61	29	999	21,878	77,081,000
Michigan	41	48	46	28	161	202	65	384	70	35	1,080	20,278	71,582,000
Minnesota	12	35	27	20	96	134	43	99	66	15	547	14,124	37,482,000
Mississippi	3	5	7	2	10	16	12	—	8	2	65	5,813	8,723,000
Missouri	22	36	40	27	155	181	74	244	75	22	876	18,583	57,460,000
Montana	3	9	7	—	14	18	7	1	7	—	66	2,431	6,678,000
Nebraska	5	15	9	7	31	62	37	20	34	8	228	8,328	17,153,000
Nevada	3	1	2	2	—	6	4	—	2	1	21	401	1,392,000
New Hampshire	—	5	4	3	8	22	12	1	4	1	60	2,039	5,603,000
New Jersey	68	79	50	22	350	249	130	189	42	32	1,211	21,790	69,216,000
New Mexico	3	3	3	—	1	8	3	—	6	—	27	1,169	3,590,000
New York	76	193	143	121	1,927	690	355	478	293	114	4,390	86,479	458,474,000
North Carolina	5	7	15	4	19	45	11	11	25	2	144	8,141	19,877,000
North Dakota	2	1	13	1	14	21	13	—	12	2	79	2,576	5,002,000
Ohio	78	96	82	33	297	369	161	372	186	48	1,722	32,004	106,694,000
Oklahoma	6	18	21	10	45	109	61	60	63	7	400	9,735	21,821,000
Oregon	11	33	6	12	38	79	34	41	23	6	283	5,541	19,289,000
Pennsylvania	72	87	78	65	988	417	172	252	130	56	2,317	41,149	134,772,000
Rhode Island	3	14	5	5	38	48	12	36	13	5	179	3,206	11,033,000
South Carolina	2	7	9	3	17	32	19	4	13	—	106	4,317	9,543,000
South Dakota	1	1	11	1	3	22	12	—	9	4	64	3,021	5,370,000
Tennessee	21	6	15	17	65	52	29	77	20	4	306	9,967	25,318,000
Texas	14	56	65	20	156	263	138	219	64	30	1,025	22,776	72,318,000
Utah	4	9	4	2	5	28	5	2	14	4	77	2,409	6,229,000
Vermont	—	9	1	1	16	14	2	—	1	2	46	1,511	3,293,000
Virginia	12	13	8	11	19	46	10	31	17	7	174	6,643	20,732,000
Washington	10	30	16	10	70	116	25	44	27	15	363	8,650	32,691,000
West Virginia	10	6	6	1	40	43	15	9	20	5	155	4,760	12,703,000
Wisconsin	20	48	29	18	90	116	59	57	41	11	489	13,893	40,657,000
Wyoming	1	3	2	—	1	10	6	—	6	—	29	1,079	2,825,000
UNITED STATES	907	1,534	1,109	765	6,905	5,501	2,377	4,341	2,065	724	26,228	574,708	$2,029,302,000

Term "Automotive Group" includes automotive, petroleum and related trade establishments. Source: Department of Commerce (1935 Census.)

Total Industry Registrations of New Cars and Trucks in Major Markets

(Table from GM Annual Report)

Year	United States and Canada	British Isles	Foreign Markets: Germany	Other	Total	Entire World
1926	3,804,222	196,120	65,445	765,486	1,027,051	4,831,273
1927	3,109,254	213,621	94,606	752,365	1,060,592	4,169,846
1928	3,690,488	218,955	139,554	855,994	1,214,503	4,904,991
1929	4,611,798	242,521	138,282	1,010,159	1,390,962	6,002,760
1930	3,167,540	229,818	96,090	687,055	1,012,963	4,180,503
1931	2,305,346	210,254	68,343	500,845	779,442	3,084,788
1932	1,326,959	212,717	48,276	382,668	643,661	1,970,620
1933	1,786,344	251,118	92,270	418,240	761,628	2,547,972
1934	2,364,820	313,865	150,329	571,854	1,036,048	3,400,868
1935	3,352,838	367,800	201,225	635,606	1,204,631	4,557,469
1936	4,130,702	413,729	245,058	695,945	1,354,732	5,485,434

The automotive industry's position in each market for the year 1936 related to its position in the best previous year in the year 1929, is shown in the following summary:

Major Markets	Best Year Prior to 1936	New Car and Truck Registrations: Volume in 1936 as % of Best Year Prior to 1936	Volume in 1936 as % of: Year 1935	Year 1929
United States	1929	91.1%	123.4%	91.1%
Canada	1928	54.7	116.6	55.9
Total United States and Canada	1929	89.6%	123.2%	89.6%
Foreign Markets:				
British Isles	1935	112.5%	112.5%	170.6%
Germany	1935	121.8	121.8	177.2
Other Foreign Markets	1929	68.9	108.8	68.9
Total Foreign Markets	1929	97.4%	112.1%	97.4%
Entire World	1929	91.4%	120.3%	91.4%

BUNDY TUBING

Bundyweld Tubing has played an important part in providing increased dependability, greater safety, and longer life for the modern motor car. ★ ★ Bundyweld Tubing is rolled from copper-coated steel. Its double-walled construction provides the ideal combination of workable properties with great strength and resistance to vibration fatigue and high temperatures. It is furnished in a wide range of sizes and is adaptable to practically all uses where strength and vibration resisting properties are desirable.

BUNDY TUBING CO.
DETROIT

Federal Excise Taxes Paid by Motorists

Federal Taxes on:	1932*	1933	1934	1935	1936
Automobiles	$ 4,221,263	$ 22,475,887	$ 31,533,516	$ 42,262,453	$56,475,926
Trucks	720,155	3,046,826	5,261,207	6,674,270	8,044,343
Parts and Accessories	1,900,111	4,443,071	5,886,002	7,019,009	8,747,945
Rubber Tires and Tubes	7,545,071	23,836,119	24,704,077	28,102,446	38,241,552
Gasoline	62,839,827	181,125,988	170,109,269	172,262,481	186,321,448
Lubricating Oil	4,063,766	12,816,534	14,657,658	17,003,162	16,521,762
Total Automotive	$81,290,193	$247,744,425	$252,151,729	$273,323,821	$314,352,976
Lubricating Oil—Non-Automotive	3,003,653	9,473,091	10,185,831	11,815,756	12,463,785
Transportation by Pipeline	2,577,905	10,237,275	10,008,692	9,256,287	10,423,608
Crude Oil Processed, etc.	.....	.....	810,695**	1,691,116	859,758
TOTAL	$86,871,751	$267,454,791	$273,156,947	$296,086,980	$338,100,127

*Federal Taxes became effective June 21, 1932.
**Effective June 9, 1934.

General Motors Factory Sales to Dealers, 1929-1936

(By Divisions)

Total sales to dealers, including Canadian sales and overseas shipments, by makes of cars, for the year ended Dec. 31, 1936, compared with the sales of preceding years, follow:

Passenger Cars:	1936	1935	1934	1933	1932	1931	1930	1929
Buick†	184,387	109,724	82,155	44,758	47,664	95,354	127,687	199,414
Cadillac 8-12-16	12,613	8,901	5,531	3,491	5,667	9,484	13,025	16,416
LaSalle	16,278	14,095	6,182	3,348	3,586	5,775	9,729	21,498
Chevrolet	1,011,465	825,474	642,336	494,756	319,626	644,214	703,071	988,191
Oldsmobile*	191,221	188,581	83,965	37,164	22,724	49,840	51,918	105,337
Pontiac (Oakland)	183,813	178,083	82,155	88,363	48,926	91,604	92,507	224,448
Opel‡	98,700	89,926	63,068	35,812	18,002	22,207	6,424	.....
Vauxhall‡	21,320	26,240	18,817	11,106	3,427	3,381	1,258	.....
Commercial Cars:								
Chevrolet	265,735	238,506	225,092	130,000	77,534	137,247	160,356	344,963
Opel (Blitz)¶	21,697	12,839	8,597	3,483	2,912	4,148	1,021	.....
Vauxhall (Bedford)¶	29,384	22,431	21,639	16,530	12,902	11,455	7,119	.....
Other§	1,077	888	910	224	.....	.....	.....	.....
Totals:								
Passenger	1,719,797	1,441,024	984,209	718,798	469,622	921,859	1,005,619	1,554,304
Commercial	317,893	274,664	256,238	150,237	93,348	152,850	168,496	344,963
Grand Total	2,037,690	1,715,688	1,240,447	869,035	562,970	1,074,709	1,174,115	1,899,267

†Buick includes Marquette in 1929 and 1930.

*Oldsmobile includes Viking in 1929, 1930 and 1931.

‡Opel and Vauxhall cars manufactured by Opel since July 1, 1930, and by Vauxhall since Apr. 1, 1930, which were not included in published figures prior to these dates.

¶Opel (Blitz) and Vauxhall (Bedford) commercial cars manufactured by Opel since July 1, 1930, and by Vauxhall since Apr. 1, 1930, which were not included in published figures prior to these dates.

§"Commercial Cars—Other" includes GMC Trucks manufactured by General Motors of Canada, Ltd., since July 1, 1933.

General Motors Record of Earnings

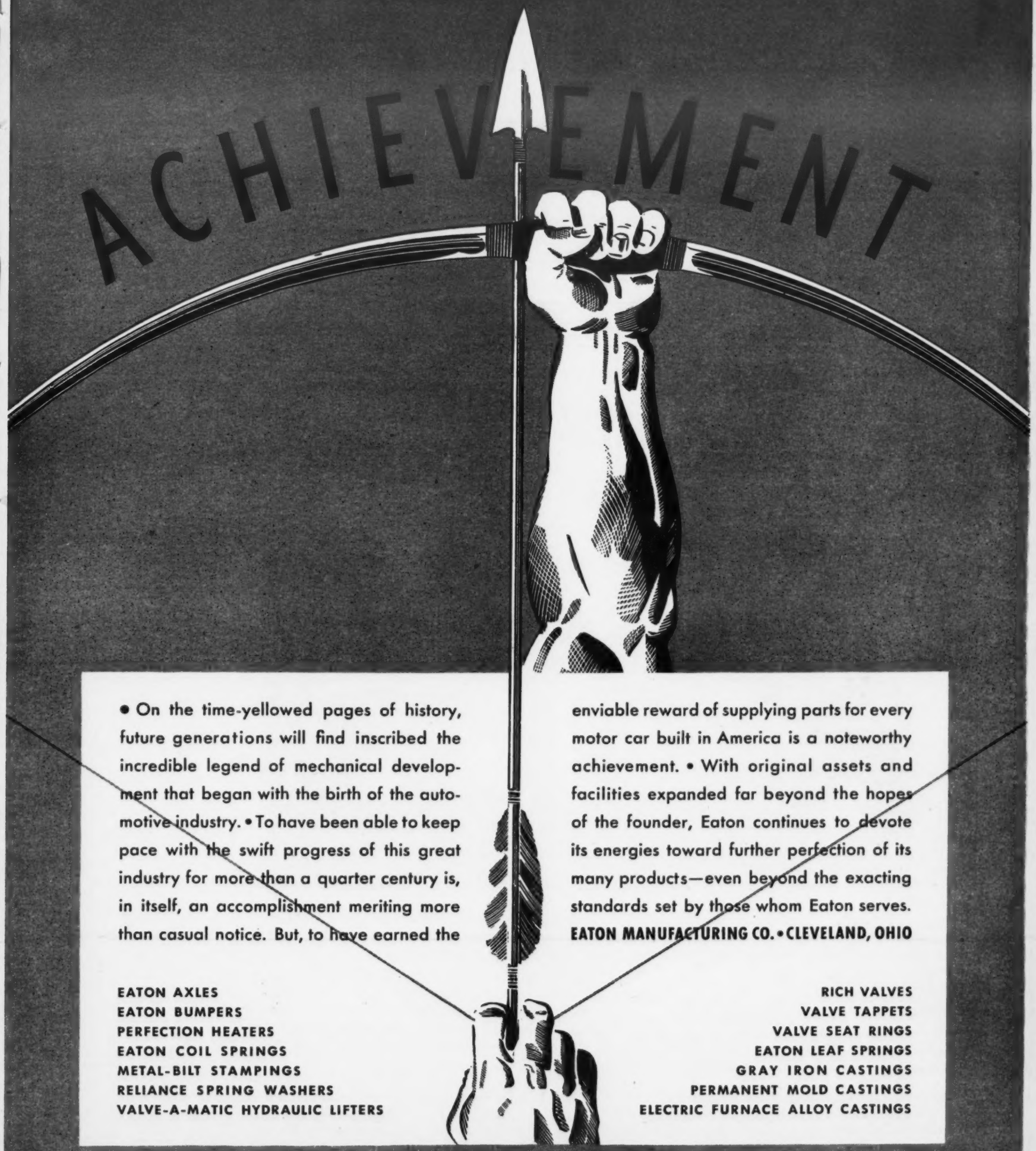
(Table from GM Annual Report)

Net sales, net income, amount paid in dividends and the amount reinvested in the business since the beginning of General Motors are shown in the following table. Net income and amount reinvested in the business beginning 1922 include General Motors Corp.'s equity in the undivided profits or the losses of subsidiary and affiliated companies not consolidated.

Year Ended Dec. 31	Net Sales	Net Income Available for Dividends	Preferred Dividends	Balance Available for Common Stock	Cash Dividends Paid on Common Stock	% Income Disbursed in Cash Dividends on Preferred and Common Stocks	Income Reinvested in the Business
1909†	$ 29,029,875	$ 9,114,498	$ 417,621	$ 8,696,877	.....	4.58%	$ 8,696,877
1910†	49,430,179	10,225,367	642,947	9,582,420	.....	6.29%	9,582,420
1911¶	42,733,303	3,316,251	842,074	2,474,177	.....	25.39%	2,474,177
1912‡	64,744,496	3,896,293	1,040,211	2,856,082	.....	26.70%	2,856,082
1913‡	85,603,920	7,459,471	1,048,534	6,410,937	.....	14.06%	6,410,937
1914‡	85,373,303	7,249,734	1,048,679	6,201,055	.....	14.47%	6,201,055
1915‡	94,424,841	14,457,803	1,048,964	13,408,839	.....	7.26%	13,408,839
1916‡	156,900,296	28,789,560	1,048,964	27,740,596	$ 10,730,159	40.91%	17,010,437
1917‡	172,677,499	24,780,916	1,048,964	23,731,952	7,430,302	34.22%	16,301,650
1917§	96,295,741	14,294,482	491,890	13,802,592	2,294,199	19.49%	11,508,393
1918	269,796,829	14,825,530	1,920,467	12,905,063	11,237,310	88.75%	1,667,753
1919	509,676,694	60,005,484	4,212,513	55,792,971	17,324,541	35.89%	38,468,430
1920	567,320,603	37,750,375	5,620,426	32,129,949	17,893,289	62.29%	14,236,660
1921	304,487,243	*38,680,770	6,310,010	*44,990,780	20,468,276	.....	*65,459,056
1922	463,706,733	54,474,493	6,429,228	48,045,265	10,177,117	30.48%	37,868,148
1923	698,038,947	72,008,955	6,887,371	65,121,584	24,772,026	43.97%	40,349,558
1924	568,007,459	51,623,490	7,272,637	44,350,853	25,030,632	62.57%	19,320,221
1925	734,592,592	116,016,277	7,639,991	108,376,286	61,935,221	59.97%	46,441,065
1926	1,058,153,338	186,231,182	7,645,287	178,585,895	103,930,993	59.91%	74,654,902
1927	1,269,519,673	235,104,826	9,109,330	225,995,496	134,836,081	61.23%	91,159,415
1928	1,459,762,906	276,468,108	9,404,756	267,063,352	165,300,002	63.19%	101,763,350
1929	1,504,404,472	248,282,268	9,478,681	238,803,587	156,600,007	66.89%	82,203,580
1930	983,375,137	151,098,992	9,538,660	141,560,332	130,500,002	92.68%	11,060,330
1931	808,840,723	96,877,107	9,375,899	87,501,208	130,500,001	144.38%	*42,998,793
1932	432,311,868	164,979	9,206,387	*9,041,408	53,993,330	.....	*63,034,738
1933	569,010,542	83,213,676	9,178,845	74,034,831	53,826,355	75.71%	20,208,476
1934	862,672,670	94,769,131	9,178,220	85,590,911	64,443,490	77.69%	21,147,421
1935	1,155,641,511	167,226,510	9,178,220	158,048,290	96,476,748	63.18%	61,571,542
1936	1,439,289,940	238,482,425	9,178,220	229,304,205	192,903,299	84,74%	36,400,906
Total	$16,535,823,333	$2,289,527,413	$155,443,996	$2,114,083,417	$1,492,603,380	72.62%	$621,480,037

NOTES: General Motors Corp. was incorporated Oct. 13, 1916, succeeding General Motors Co., organized Sept. 16, 1908. †Fiscal years ended Oct. 1. ¶10 months ended July 31, 1911. ‡Years 1912-1917, inclusive, are fiscal years ended July 31. §5 months ended Dec. 31, 1917. *Deficit.

ACHIEVEMENT



• On the time-yellowed pages of history, future generations will find inscribed the incredible legend of mechanical development that began with the birth of the automotive industry. • To have been able to keep pace with the swift progress of this great industry for more than a quarter century is, in itself, an accomplishment meriting more than casual notice. But, to have earned the enviable reward of supplying parts for every motor car built in America is a noteworthy achievement. • With original assets and facilities expanded far beyond the hopes of the founder, Eaton continues to devote its energies toward further perfection of its many products—even beyond the exacting standards set by those whom Eaton serves.

EATON MANUFACTURING CO. • CLEVELAND, OHIO

EATON AXLES
EATON BUMPERS
PERFECTION HEATERS
EATON COIL SPRINGS
METAL-BILT STAMPINGS
RELIANCE SPRING WASHERS
VALVE-A-MATIC HYDRAULIC LIFTERS

RICH VALVES
VALVE TAPPETS
VALVE SEAT RINGS
EATON LEAF SPRINGS
GRAY IRON CASTINGS
PERMANENT MOLD CASTINGS
ELECTRIC FURNACE ALLOY CASTINGS

★ ★ ★ ★ EATON ★ ★ ★ ★

PLANTS: CLEVELAND • DETROIT • SAGINAW • MARSHALL • BATTLE CREEK • JACKSON • VASSAR • MASSILLON

Who's Who

(Continued from Page 85)

for Ford and Chevrolet; water pumps and impellers; cylinder heads, pulleys, manifolds, clutch collars and throwout bearing plates; flywheel housings, clutch housings, transmission cases. W. J. Carlyle, treas., gen. mgr., pur. agt.; D. W. Blanc, sales mgr.

HOMESTEAD VALVE MFG. CO., P. O. Box H, Coraopolis, Pa. Vapor spray cleaner, quarter-turn plug valves. W. R. Schuchman, pres.; F. E. Schuchman, secy., treas., gen. mgr., sales mgr.; J. W. Force, F. W. Ofeldt, chief engrs.; M. F. Jones, pur. agt.; E. G. Johnson, adv. mgr. **Det. Reps.**—R. G. Moeller Co., 14415 Monarch rd., Kenneth Anderson Co., 431 W. Jefferson.

HOUDE ENGRG. CORP., Buffalo, N. Y. Houde shock absorbers, automobile hot-air heaters, automotive air conditioning unit, trailer hitches, automotive parts. Claire Barnes, pres.; Ralph F. Peo, vice-pres., gen. mgr.; George Kratzer, pur. agt. **Adv. Agcy.**—Baldwin & Strachan, Inc., Buffalo, N. Y.

HOOF PRODUCTS CO., 162 N. Franklin st., Chicago, Ill. Key type governors, seal type governors, steering stabilizers, oil economizers. A. C. Hoof, pres., treas., pur. agt., adv. mgr.; Walter Eckert, secy.; H. C. Kepner, gen. mgr.; A. Altenberg, chief engr. **Adv. Agcy.**—Critchfield & Co., Chicago.

HOOPES, BRO. & DARLINGTON, Inc., E. Market st., & Pa. R. R., West Chester, Pa. Automotive wheels. Charles R. Hoopes, pres.; Henry B. Coleman, secy., sales mgr.; Thomas Hoopes jr., treas., gen. mgr.; L. N. Woodward, pur. agt.

HOOSIER BRAKE LINING CORP., 705 W. Main st., North Manchester, Ind. Molded brake lining in rolls, flexible and rigid sets, brake blocks and packing rings. D. B. De Lancey, pres., sales mgr.; C. B. DeLancey, secy.-treas., gen. mgr.

HOOVER BALL & BEARING CO., Ann Arbor, Mich. Ball bearings. W. C. Mack, pres.; F. W. Stivers, vice-pres.; W. J. Arnold, secy.; W. E. Watrous, treas.; C. W. Lighthall, vice-pres., gen. mgr.; F. H. Lennox, sales mgr., adv. mgr.; B. C. Reynolds, pur. agt.; R. Niles, chief engr.

HOUGHTON & CO., E. F., 240 W. Somerset st., Philadelphia, Pa. Motor oils, transmission oils, wheel bearing greases, top cylinder lube. A. E. Carpenter, pres., gen. mgr.; E. A. Carpenter, secy.; R. H. Patch, treas.; G. W. Pressell, vice-pres.; G. S. Rogers, sales mgr.; W. A. Bohne, chief engr.; H. B. Fox, pur. agt.; D. C. Miner, adv. mgr. **Det. Rep.**—H. E. Martin.

HUBBARD, M. D., SPRING CO., 217 E. Central, Pontiac, Mich. Coiled and flat springs, stampings, wire forms, expansion plugs. M. D. Hubbard, pres.; J. A. Hubbard, secy.; P. M. Hubbard, pur. agt.

HUDSON INDUSTRIES, Inc., 2227 Victor st., Kansas City, Mo. Axles, front drive. F. S. Hudson, pres., chief engr., pur. agt.; Clyde Keller, secy.; H. T. Shawl, treas., gen mgr.; Don Hougland, sales mgr., adv. mgr.

HUDSON MOTOR CAR CO., 12601 Jefferson ave., Detroit. Motor cars, commercial cars, authorized Hudson and Terraplane parts and accessories. A. E. Barit, pres., gen. mgr.; C. D. Sterling, secy.; A. Hood, treas.; W. R. Tracy, vice-pres. in chge. of sales; G. H. Pratt, sales mgr.; H. M. Northrup, chief engr.; C. A. Oostdyk, pur. agt.; W. A. James, adv. mgr. **Det. Rep.**—Aaron DeRoy Motor Car Co., 4444 Cass ave. **Adv. Agcy.**—Brooke, Smith & French, Inc., Detroit.

(See display advertising index)

HUFFMAN MFG. CO., Davis and Gilbert aves., Dayton, O. Service station equipment, oil dispensing equipment, service station fittings, bicycles. H. M. Huffman, pres., treas., gen. mgr.; J. H. Horstman, secy., chief engr., pur. agt.; H. M. Huffman jr., sales mgr., adv. mgr. **Det. Rep.**—Robert S. Staples, 8-255 General Motors bldg. **Adv. Agcy.**—Sidener, Van Riper & Keeling, Indianapolis, Ind.

HUGHES-KEENAN CO., Wayne and Newman st., Mansfield, O. Dump bodies and hoists, cranes. Arthur S. Hughes, pres., gen. mgr.; W. E. Post, sales mgr., adv. mgr.; W. H. Martin, chief engr.; O. F. Schaller, pur. agt. **Adv. Agcy.**—Carr Liggett Co., Cleveland, O.

HUPP MOTOR CAR CORP., 3641 E. Milwaukee ave., Detroit, Mich. Hupmobile (passenger cars). Tom Bradley, pres. and gen. mgr.; John L. Cotter, secy. and treas.; W. A. MacDonald, vice-pres. and director of sales; Frank E. Watts, vice-pres. in chge. of eng'g; N. A. Lincoln, pur. agt. **Adv. Agcy.**—Grace & Bement, Inc., Detroit, Mich.

HYATT BEARINGS DIV., General Motors Corp. Factory and general offices, Newark, N. J.; motor bearings div., Detroit. Roller bearings for passenger cars, trucks and buses. H. J. Forsythe, pres., gen. mgr.; H. O. K. Meister, asst. gen. mgr.; M. A. Moore, compt.; H. K. Porter, sales mgr.; O. W. Young, chief engr.; F. A. Weiss, pur. agt.; H. M. Carroll, adv. mgr. **Det. Rep.**—F. E. Booth, General Motors bldg. **Adv. Agcy.**—Campbell-Ewald Co. of N. Y., New York.

(See display advertising index)

HYDRAULIC BRAKE CO., 84 W. Hancock, Detroit. Lockheed hydraulic brakes. D. O. Scott, pres., gen. mgr.; E. Lee Talman, 105 W. Adams, Chicago, secy.; Walter J. Buettner, 105 W. Adams, Chicago, treas.; O. C. Lang, sales mgr.; W. F. Oliver, dir. of engr.; E. F. Lowcke, chief engr.; F. W. Boynton, pur. agt. **Adv. Agcy.**—Roche, Williams & Cunnyngham, Chicago.

HYGENIA BRUSH CO., 9 May st., Worcester, Mass. Auto washing brushes and mops.

HYGRADE PRODUCTS CO., 516 W. 34th New York. Replacement parts: fuel pump, carburetor, shock absorber, speedomoter; flexible oil and gas lines, five-point service unit. Chas. Zimmer, pres. **Adv. Agcy.**—Walter Scott Adv. Agcy., 207 E. 43 st., New York, N. Y.

S. E. HYMAN CO., Concord st., Fremont, O. Seat covers, cushions, radiator grille fronts, insect screens, miscellaneous supplies. S. E. Hyman, pres.

HYVIS OILS, Inc., Warren, Pa. Motor oils and lubricants. Harry R. Lewis, pres., sales mgr.; T. M. Demarest, secy.-treas.; C. D. Wood, gen. mgr.; Paul Broderick, pur. agt. **Adv. Agcy.**—Aitkin-Kynett Co., 1400 S. Penn Sq., Philadelphia, Pa.

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IDEAL CLAMP MFG. CO., Inc., 200 Bradford st., Brooklyn, N. Y. Automotive accessories, parts and tools. Frances Rauch, pres.; Louis Rauch, treas., pur. agt.; Philip Rauch, secy., sales mgr.; W. Winder, chief engr.; A. Spinelli, adv. mgr. **Det. Rep.**—R. F. Hewitt, 3283 Northwestern ave.

ILLINOIS AUTOMOTIVE TRADE ASSN., 212 Lehmann bldg., Peoria, Ill. Officers: Wm. McKenzie, 215 E. Adams st., Springfield, pres.; Herman G. Wangelin, Belleville, 1st vice-pres.; L. E. Graham, Peoria, treas.; C. W. Coons, Peoria, secy.-mgr.. Directors: Howard Dewey, Aurora; Wm. W. Yates, Bloomington; L. J. Brady, Chicago; W. C. Stark, Decatur; J. L. Glassburn, Dixon; A. G. Miller, Galesburg; E. G. Taylor, Kewanee; W. E. Johnston, Peoria; George D. Hall, Rockford; K. R. Popplewell, Rock Island; J. F. Lorch, Urbana; H. B. Craycroft, Vandalia.

ILLINOIS IRON & BOLT CO., 10 W. Main, Carpentersville, Ill. Automobile heaters, clutches, combination tail and stop lights. H. C. McNeil, pres.; E. C. Masters, secy.; R. W. Griffith, treas.; P. W. Rauschert, sales mgr.; J. C. Nichols, chief engr.; C. E. Larsen, pur. agt. **Det. Rep.**—Major B. Hawxhurst, Eaton Tower. **Adv. Agcy.**—Howard H. Monk and Asso., Rockford, Ill.

IMPERIAL BRASS MFG. CO., 1200 W. Harrison st., Chicago. Brass fittings, automotive specialties, welding equipment, paint spray equipment. Frank McNellis, pres., treas.; Chas. McNellis, secy.; Wm. A. Leonard, sales mgr.; R. D. McIntosh, chief engr.; H. H. Smith, pur. agt.; C. H. Benson, adv. mgr. **Det. Rep.**—Wm. J. Hartmann, 3251 W. Philadelphia st.

INCANDESCENT LAMP DEPT., General Electric Co., Nela Park, Cleveland, O. Mazda lamp bulbs, auto lamps, flashlight lamps, rough service lamps, lamps for general lighting service. J. E. Kewley, vice-pres., gen. mgr.; E. E. Potter, eastern sales mgr.; N. H. Boynton, western sales mgr.; Ward Harrison, chief engr.; F. B. Harris, pur. agt.; J. W. Dunbar, adv. mgr.; **Det. Rep.**—E. A. Anderson, Mich. div., 1249 Washington blvd. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, New York City.

INDEPENDENT AUTO FORWARDING CORP., 2538 Hamburg Turnpike, Buffalo, N. Y. Automobile transporters. A. J. Terzian, pres.; H. G. Terzian, secy.; R. J. Brennan, treas.; T. A. Pugsley, vice-pres.

INDIANA BODY CO., 615-621 South H st., Richmond, Ind. Commercial car truck bodies, truck cabs, custom built special bodies. F. F. Riggs, pres., treas.; R. A. Carter, secy.

INDIANAPOLIS DROP FORGING CO., 1300 Madison ave., Indianapolis, Ind. Drop forgings. F. Barnickol, pres., gen. mgr.; L. M. Fehrenbach, pur. agt., adv. mgr.

INDIAN MOTOCYCLE CO., 837 State st., Springfield, Mass. Motorcycles, dispatch tow, traffic car, side cars, bicycles. E. Paul duPont, pres.; Loring F. Hosley, vice-pres.; and gen. mgr.; Leslie B. Mason, secy.-treas.; James A. Wright, sales and adv. mgr.; Dwight L. Moody, pur. agt. **Adv. Agcy.**—W. I. Tracy, Inc., 205 E. 42nd st., New York, N. Y.

INDIAN TRAILER CORP. of AMERICA, 6911 S. Chicago ave., Chicago. Coach trailers. H. J. Meister, pres., pur. agt.; L. Troy, treas.; E. Glatt, sales mgr.; H. L. Bartholomew, chief engr. **Adv. Agcy.**—Ford, Browne & Mathews, Chicago.

INGERSOLL-RAND CO., 11 Broadway, New York. Garage and service station compressors, air compressors, pneumatic tools, surface condensers. Diesel-electric locomotives, refrigeration equipt., centrifugal pumps, rotary pumps. George Doubleday, chairman; D. C. Keefe, pres.; W. R. Grace, 1st vice-pres.; C. C. Hay, secy.; Edgar Davis, treas.; C. Frank Schwep, dir. of pur.; L. B. Abrams, gen. sales mgr.; F. W. O'Neil; chief engr.; mgr. of automotive compressor sales; A. P. Johnson, pur. agt.; G. W. Morrison, adv. mgr. **Det. Rep.**—H. E. Wills, mgr., 2832 E. Grand blvd.

INGERSOLL STEEL & DISC, Division Borg-Warner Corp., 310 S. Michigan ave., Chicago. Sheet steels, stainless steel, agricultural implement parts, automotive parts, steel stampings, forgings, washing machine tubs, steel beer barrels, shovels, axes, Ingo-Bikes, etc. R. C. Ingersoll, pres., sales mgr.; H. G. Ingersoll, treas., vice-pres.; S. L. Ingersoll, vice-pres.; A. P. Zetterberg, secy.; F. W. Ogden, pur. agt. Chicago plant; H. D. Warfield, pur. agt. New Castle plant. **Det. Rep.**—A. L. Jenkins, 13239 Manor blvd. **Adv. Agcy.**—Rogers & Smith, 20 N. Wacker dr., Chicago.

INLAND MFG. CO., Div. General Motors Corp., Dayton, O. Automobile steering wheels, metal-rubber running boards, motor mounts, weather strips. W. S. Whittaker, gen. mgr.; H. C. Berkeley, gen. sales and adv. mgr.; M. M. Monroe, compt.; J. D. O'Brien, prod. mgr., pur. agt.; H. D. Geyer, chief engr.; C. P. Nellis, fcty. supt. **Det. Rep.**—Inland Office, 13-103 General Motors bldg. **Adv. Agcy.**—The Geyer Co., Dayton, O.

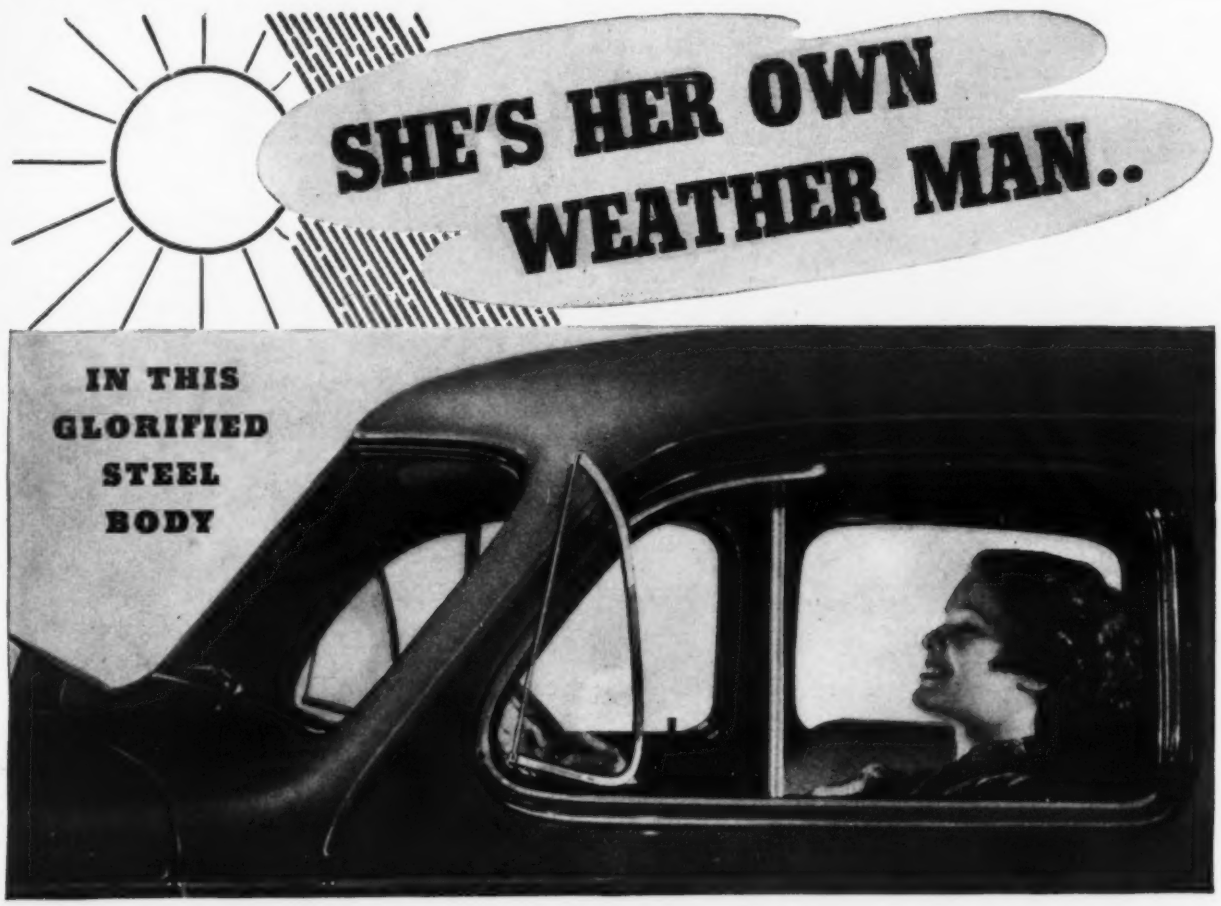
INSUL PRODUCTS CO., 521 Fifth ave., New York City. Manufacturers of liquid insulator and waterproofer for ignition systems. J. Ivler, sales mgr.; I. Glaser, pur. agt.

INTERNATIONAL HARVESTER CO., Inc., 606 S. Michigan ave., Chicago. International motor trucks, bodies for every hauling requirement. Sydney G. McAllister, pres.; Sanford B. White, secy.; Arnold B. Keller, treas.; W. F. McAfee, domestic sales mgr.; W. D. Reese, motor trucks, chief engr.; W. B. Swift, pur. agt.; F. W. Heiskell, adv. mgr. **Det. Rep.**—G. B. Abbott, motor truck, 5915 W. Warren ave. **Adv. Agcy.**—Aubrey, Moore & Wallace, Chicago.

(See display advertising index)

INTERNATIONAL NICKEL CO., Inc., 67 Wall st., New York. Monel, rolled nickel, nickel

(Continued on Page 90)



Keeping you and your family comfortable—wherever and whenever you drive—has long been the Number One rule of Body by Fisher engineers and craftsmen.

They wanted you to be comfortable on hot, sultry days and blustery cold ones, too. So they developed Fisher No Draft Ventilation to enable you to control the circulation of air in your car—passenger for passenger, without annoying drafts on anyone.

They wanted to assure you of complete security. So they produced the new Unisteel Turret Top Body by Fisher, with top, sides and even the floor—each not only made of steel, but *all steel fused together* into a single, solid weave-proof and shock-proof steel structure.

They wanted you, too, to enjoy more luxury than you had found in any previous steel bodies. So they made the interiors of the Unisteel Body more spacious—fitted them with softer cushions, finer fabrics and the most distinctive appointments that any Body by Fisher ever carried.

If you've yet to take a ride in one of the new General Motors cars for 1937—you've still to discover the greatest contribution that has yet been made to motoring comfort, safety and luxury. For *only* General Motors cars have Unisteel Turret Top Body by Fisher.

Only Body by Fisher has all these Safety and Comfort Features:

1. *Improved visibility, front and rear.* **2.** *Streamline style—roominess for greater comfort.* **3.** *Saftiseal floor — protects against exhaust fumes.* **4.** *Improved No Draft Ventilation with Safety Plate Glass all around.* **5.** *Giant luggage compartments "flowed" integral with body.* **6.** *Wider seats and larger door openings.* **7.** *Turret Top for extra safety and durability.* **8.** *New two-way adjustable front seat.* **9.** *Fisher interior styling — upholstery and fittings.* **10.** *Unisteel construction throughout—with all the steel panels insulated against heat, cold and noise.*

BODY by FISHER — GM GENERAL MOTORS

THE UNISTEEL TURRET TOP BODY BY *Fisher*

ON GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK* LA SALLE • CADILLAC*

*On the most popular models

¶1¶ A GOOD CAR ¶2¶ ABLE DEALERS ¶3¶ C. I. T. FINANCING

Three forward speeds

in the climb to success

Every office listed below gives *complete* full-time localized wholesale and retail financing service plus the many advantages of C.I.T.'s ample resources and nation-wide experience

EASTERN DIVISION

Office	*Address*	*Phone*
ALABAMA, Birmingham	2009 Third Avenue South	3-2108
Decatur	Tennessee Valley Bank Bldg.	63
Mobile	First Nat'l Bank Bldg. Annex	Dexter 923
Montgomery	First National Bank Bldg.	Cedar 4912
CONNECTICUT, Bridgeport	945 Main Street	Bridgeport 4-6105
Hartford	410 Asylum Street	2-1127
New Haven	149 Temple Street	6-3161
Stamford	1st Stam. Nat. Bk. & Tr. Co. Bldg.	Stam. 4-4151
DELAWARE, Wilmington	901 Market Street	4376
DIST of COL'BIA, Washington	815 17th Street, N. W.	National 1853
FLORIDA, Jacksonville	118 West Adams Street	5-4038
Miami	600 Biscayne Boulevard	3-3336
Orlando	102 South Orange Avenue	5194-5
Tampa	502 Stovall Professional Bldg.	Main 8031
West Palm Beach	910 Comeau Bldg.	6115
GEORGIA, Atlanta	223 Peachtree Street	Walnut 2756
Augusta	806 Broad Street	2672
Rome	6 West Fifth Avenue	421
Savannah	Savannah Bk. & Tr. Bldg.	2-2161
KENTUCKY, Lexington	709-710 City Bank Building	4630
Louisville	305 W. Broadway	Wabash 5376-9
(see Central Division)		
MAINE, Bangor	84 Harlow Street	6448
Portland	477 Congress Street	3-5685
MARYLAND, Baltimore	Charles & Preston Streets	Vernon 2700
Cumberland	7 Centre Street	462
Hagerstown	74 W. Washington Street	225
MASSACHUSETTS, Boston	674 Commonwealth Avenue	Commonwealth 4600
Springfield	146 Chestnut Street	6-0320
Worcester	390 Main Street	Worcester 5-2521
NEWHAMPSHIRE, Manchester	Kennard Bldg., 1008 Elm St.	1835
Portsmouth	3 Pleasant St.	2600
NEW JERSEY, Camden	300 Broadway	Camden 6885
Jersey City	Labor Bldg., 26 Journal Sq.	Journal Sq. 2-1244
Morristown	10 Park Place	Morristown 4-2229
Newark	11 Hill Street	Market 2-6200
Paterson	232 Market Street	Lambert 3-7870
Perth Amboy	Perth Amboy Nat'l Bank Bldg.	Perth Amboy 4-4466
NEW YORK, Albany	75 State Street	4-0191
Bay Shore, L. I.	First Nat. Bk. & Tr. Co. Bldg.	3030
Binghamton	86 Court Street	2-6448
Bronx	2488 Grand Concourse	Fordham 4-0500
Brooklyn	1 Hanson Place	Sterling 3-5900
Brooklyn	1600 Kings Highway	Esplanade 5-4400
Buffalo	220 Delaware Avenue	Cleveland 8630
Glens Falls	201 Rogers Bldg.	2-1171
Hempstead, L. I.	250 Fulton Avenue	Hempstead 7400
Jamaica, L. I.	90-04 161st Street	Republic 9-3700
Jamestown	3rd & Cherry Sts.	7-137
Mt. Vernon	140 East Third Street	Fairbanks 4-0730
Newburgh	Newburgh Savings Bank Bldg.	4510
New York	250 West 57th Street	Columbus 5-6600
Poughkeepsie	11 Market Street	5080
Rochester	154 East Avenue	Stone 1360

Office	*Address*	*Phone*
NEW YORK (Cont.)		
Syracuse	224 Harrison Street	2-0461
Utica	187 Genesee Street	4-2148
Watertown	200 Washington Street	2001
White Plains	31 Mamaroneck Avenue	Fairbanks 4-0113
NORTH CAROLINA, Asheville	New Medical Bldg.	5870
Charlotte	112 So. Tryon Street	3-5112
Greensboro	Guilford Nat'l Bank Bldg.	6127
Hickory	1036-13th Street	203
Raleigh	15 W. Hargett Street	5170
Salisbury	132 N. Main Street	516
Wilson	113 East Nash Street	722
OHIO, Akron	9 South Main Street	Hemlock 9169
Canton	120 Tuscarawas St., West	Canton 7136
Cincinnati	107 East Fourth Street	Parkway 1666
Cleveland	1621 Euclid Avenue	Prospect 3040
Columbus	150 East Broad Street	Main 5147
Dayton	25 South Main Street	Adams 4258
Springfield	8 West Main Street	Main 717
Toledo	410 Huron Street	Main 6240
Youngstown	Union National Bank Bldg.	6-2216
Zanesville	Fourth & Market Sts.	Main 1844
PENNSYLVANIA. Altoona	1214 Eleventh Avenue	9421
Erie	Erie Trust Building	2-2140
Harrisburg	216 Locust Street	7209
Philadelphia	121 North Broad Street	Bell-Locust 7462 Keystone-Race 5884
Pittsburgh	5648 Friendship Avenue	Montrose 1700
Reading	42 S. Fourth St.	3-4274
Scranton	Chamber of Commerce Bldg.	Scranton 3-1107
Wilkes-Barre	2-18 S. Franklin Street	3-2181
RHODE ISLAND, Providence	15 Westminster Street	Gaspee 3776
SOUTH CAROLINA. Charleston	18 Broad Street	1601
Columbia	1400 Main Street	Main 4373
Florence	200 West Evans Street	1272
Greenville	Peoples Nat'l Bank Bldg.	3121
Hartsville	Bank of Hartsville Bldg.	466
Spartanburg	509 Andrews Bldg.	782
TENNESSEE, Chattanooga	514 Hamilton Nat'l Bk. Bldg.	6-1163
Johnson City	100 Spring Street	5232
Knoxville	612 South Gay Street	2-5183
Nashville	119-7th Avenue, North	6-8157
(see Central Division)		
VERMONT, Montpelier	26 State Street	900
VIRGINIA, Norfolk	229 West Bute Street	2-2353
Richmond	201 North Fourth Street	2-4725
Roanoke	Col. Amer. Nat'l Bank Bldg.	8507
WEST VIRGINIA, Beckley	Raleigh County Bank Bldg.	476
Charleston	100 Capitol Street	Capitol 21-181
Clarksburg	Main & South Third Streets	3910
Huntington	Fourth Ave. at 11th St.	8167
Wheeling	12th and Chapline Streets	Wheeling 4914

CENTRAL DIVISION

ARKANSAS, Little Rock	Wallace Building	4-8501
COLORADO, Denver	13th and Broadway	Keystone 7142
ILLINOIS, Carbondale	206 W. Main Street	246
Chicago	333 North Michigan Avenue	Randolph 8580
Chicago	1523 E. 53rd Street	Dorchester 4720
East St. Louis	417 Missouri Avenue	5090
Peoria	301 South Adams St.	9121
Rockford	Talcott Bldg.	Main 2709
INDIANA, Evansville	416 Main Street	6168
Fort Wayne	116 E. Berry Street	Anthony 3388
Indianapolis	320 No. Meridian Street	Riley 5382
Richmond	10 North Seventh Street	Richmond 7760
IOWA, Cedar Rapids	Higley Building	5515
Des Moines	Hubbell Building	3-3105
KANSAS, Wichita	Fourth Nat'l Bank Bldg.	3-0288
Great Bend	301 Cork Building	1091
KENTUCKY, Paducah	Citizens Savings Bank Bldg.	390
(see Eastern Division)		
LOUISIANA, New Orleans	203 Carondelet Street	Raymond 1184
MICHIGAN, Detroit	59 Cadillac Square	Madison 8800
Grand Rapids	5 Lyons Street, N. W.	9-4591
MINNESOTA, Minneapolis	821 Marquette Ave.	Atlantic 4361

MISSOURI, Cape Girardeau	H & H Building	888
Kansas City	10 East 17th Street	Victor 8005
St. Louis	3713 Washington Blvd.	Franklin 5600
NEBRASKA, Lincoln	206 S. 13th Street	B 2536
Omaha	510 Keeline Bldg.	Atlantic 1214
OKLAHOMA, Oklahoma City	407 N. Harvey Street	2-4261
Seminole	315 E. Broadway	475
Tulsa	Commercial Building	4-5175
TENNESSEE, Memphis	46 N. Third Street	6-7682
(see Eastern Division)		
TEXAS, Abilene	1049 N. Third Street	5255
Amarillo	107 Third Street	2-3295
Beaumont	490 Orleans Street	4144
Dallas	1700 Patterson Avenue	7-5731
El Paso	109 N. Oregon Street	Main 4870
Fort Worth	W. T. Waggoner Bldg.	2-6388
Houston	1006 Main Street	Fairfax 3161
Longview	McWilliams Bldg.	2320
McAllen	1301 Beaumont Avenue	864
San Antonio	115 W. Travis Street	Fannin 2356
Texarkana	209 Pine Street	488
WISCONSIN, Milwaukee	744 North Fourth Street	Marquette 1656

WESTERN DIVISION

ARIZONA, Phoenix	802 Title and Trust Bldg.	Phoenix 4-3337
Tucson	Stone & Congress Streets	Tucson 2360
CALIFORNIA, Bakersfield	1705 19th Street	Bakersfield 1688
El Centro	Professional Bldg.	El Centro 26
Fresno	1060 Fulton Street	Fresno 3-4252
Los Angeles	1151 So. Broadway	Prospect 1481
Oakland	3398 Broadway	Olympic 0333
Sacramento	1508 K Street	Capitol 1810
San Diego	625 Broadway	Franklin 7726
San Francisco	525 Market Street	Sutter 4985
San Jose	28 North First Street	Columbia 326
Stockton	408 E. Miner Avenue	Stockton 8790

IDAHO, Boise	First Nat'l Bank Bldg.	Boise 518
MONTANA, Billings	Fratt Bldg.	Billings 4121
Butte	Metals Bank Bldg.	Butte 6506
NEVADA, Reno	13 West Second St.	Reno 6191
OREGON, Portland	921 S. W. Washington Street	Broadway 2591
UTAH, Salt Lake City	Continental Bank Bldg.	Wasatch 6070
WASHINGTON, Seattle	418 Pike Street	Elliott 2676
Spokane	West 926 Sprague Avenue	Main 4108
Yakima	Corner 3rd and A Streets	Yakima 4144

And in CANADA too — Canadian Acceptance Corporation

NOVA SCOTIA, Halifax	436 Barrington St.	Bishop 9292
ONTARIO, Brantford	76 Dalhousie St.	4108
Fort William	210 Cuthbertson Block	229
Hamilton	514 Pigott Bldg.	Regent 3441
Kirkland Lake	(Box 906), 5 Korman Block	1100
Kitchener	144 King St., West	4370
London	Wyatt Bldg.	Metcalf 1263
Ottawa	728 Ottawa Electric Bldg.	Queen 928

ONTARIO (Cont.)		
St. Catherines	247 St. Paul St.	1777
Timmins	5 McInnes Block	425
Toronto	1001 Metropolitan Bldg.	Elgin 9291
Windsor	213 Douglas Bldg.	3-7804
QUEBEC, Montreal	412 Keefer Bldg.	Plateau 6441
Three Rivers	Ameau Bldg., 118 Alexander St.	2440

A good car and a good dealer make a winning success combination...providing the necessary third...financing service... is equally efficient.

A finance service which provides wholesale accommodation and retail service with *promptness* and which *preserves the good-will of the retail buyer* is indispensable.

Through a nation-wide network of local offices, C. I. T. is servicing the nation's automobile dealers and the automobile buying public in ever increasing numbers.

"In my several years' experience in the automobile business," says one dealer, "we have never had as good service as your office has rendered us."

Those words sum up a world of vitally important details: speedy credit investigations, prompt action, efficient collections...all through friendly local contacts.

C. I. T.

CORPORATION

NEW YORK • CHICAGO
SAN FRANCISCO

A UNIT OF COMMERCIAL INVESTMENT TRUST CORPORATION

Capital and Surplus over $100,000,000

Who's Who

(*Continued from Page 88*)

alloy steels, nickel cast irons, nickel brasses and bronzes, nickel silver, ferro nickel alloys, refined nickel. Robert C. Stanley, pres.; John F. Thompson, vice-pres.; James L. Ashley, vice-pres., treas.; T. H. Wickendon, asst. dev. and research div.; Paul D. Merica, asst. to pres.; R. L. Suhl, mgr. nickel sales dept.; J. F. McNamara, sales mgr. Monel-Metal and rolled nickel; E. J. Hergenroether, dev. and research div. Det. Reps.—F. J. Walls, D. H. Curry, 10-227 General Motors bldg. Adv. Agcy.—Marschalk & Pratt, Inc., New York.

INTERNATIONAL SPARK PLUG CO., Div. of Price Battery Corp., 3402 Janney st., Philadelphia, Pa. Storage batteries. W. F. Price, pres.; T. A. Larkin, asst. treas.; G. S. Biles, gen. mgr.; R. E. Hoeltzel, adv. mgr., sales mgr.; A. Andreason, pur. agt.; S. Dershwin, export mgr. Adv. Agcy.—B. W. Stelle, Inc., 1523 Walnut st., Philadelphia, Pa.

INTERSTATE DROP FORGE CO., 4051 N. 27th st., Milwaukee, Wis. Commercial drop forgings. C. E. Stone, pres., gen. mgr.; C. C. Bremer, secy.-treas., pur. agt. Det. Rep.—W. R. Badgett, 5242 Lawton ave.

IOWA AUTOMOBILE DEALERS ASSN., 1011 Locust st., Des Moines, Ia. Officers: C. A. Morris, Waterloo, pres.; R. H. Allen, Cedar Rapids, vice-pres.; A. B. Chambers, Des Moines, treas.; Walter Ferrell, Des Moines, secy.-mgr.

INTL. BUSINESS MACHINES CORP., 270 Broadway, New York City. Business machines. Thos. J. Watson, pres.; F. W. Nichol, vice-pres., gen. mgr.; J. G. Phillips, secy., asst. treas.; W. F. Battin, treas.; F. C. Elstob, compt.; Arch Davis, adv. mgr. Det. Rep.—L. B. O'Louhlin, 420 E. Jefferson ave. Adv. Agcy.—Frank Presbrey Co., Inc., New York City.

INTL. RADIO CORP., 4th and Williams st., Ann Arbor, Mich. Radio receivers. C. A. Verschoor, pres., gen. mgr.; John Bradfield, secy.; W. Keene Jackson, sales mgr.; Robt. Wurfal, chief engr.; O. D. Underwood, pur. agt.; V. A. Searles, adv. mgr. Adv. Agcy.—MacManus, John & Adams, Detroit, Mich.

INTL. SCREW CO., 9444 Roselawn ave., Detroit. Machine screws, upset rolled thread product; "bolts," carriage and machine. Wm. L. Nelson, pres., gen. mgr.; L. F. Nelson, secy.-treas.; Wm. Clyde Nelson, sales mgr.; K. E. Nelson, pur. agt.

J

JACKOMATIC CORP., 250 W. 54th st., New York City. Hydraulic electric jacks for autos and trailers. Paul Ostruk, pres., pur. agt., chief engr.; Ernest Herngren, secy.; W. F. Carns, treas.; Horace Gear, sales mgr., gen. mgr. Adv. Agcy.—Amos Parrish & Co., 500 5th ave., New York City.

JAEGER WATCH CO., Inc., 304 E. 45th st., New York. Eight-day and magnetric automotive clocks. G. A. Gossner, secy.; W. J. Buettner, treas.; Edgar L. Vall, pres., gen. mgr.; C. J. Boyle, pur. agt.; J. Berge, chief engr. Det. Rep.—E. J. Cosgrave, 2-128 General Motors bldg.

JAHN, C. R., CO., Builders bldg., 228 N. La Salle, Chicago. Heavy duty machinery trailers. Charles R. Jahn, gen. mgr.; Herbert W. Jahn, chief engr. Adv. Agcy.—Russell T. Gray, Inc., Chicago.
(See display advertising index)

JAMBOR TOOL & STAMPING CO., 3057 N. 30th st., Milwaukee, Wis. Replacement parts. Julius P. Heil, pres.; L. H. Brown, secy.-treas., sales mgr.; R. A. Nevins, pur. agt. Det. Rep.—C. O. Spillman jr., 2457 Woodward ave., 301 Donovan bldg., Detroit.

JAMESTOWN METAL EQUIPMENT CO., Inc., Jamestown, N. Y. Automobile radiators. O. A. Lenna, pres., gen. mgr.; G. A. Lawson, vice-pres., sales mgr.; H. A. Lenna, secy.-treas., pur. agt.; Fred L. Foster, chief engr.

JEFFERSON ELECTRIC CO., Bellwood, Ill. Ignition coils, glass fuses. J. A. Bennan, pres., gen. mgr.; L. V. Jenkins, secy.; J. C. Daley, treas.; A. E. Tregunza, sales mgr.; H. R. Cook, chief engr.; E. J. Banigan, pur. agt. Det. Rep.—F. H. Wilson, 429 Wayne. Adv. Agcy.—Geo. J. Kirkgasser Co., Chicago.

JEWEL PAINT & VARNISH CO., 345 N. Western ave., Chicago. Auto top dressing, auto enamel, metal polish, truck and machinery enamel, touch-up black. Robert O. Clark, pres., gen. mgr.; Andrew Hussar, secy.; Herbert J. Wachter, treas.; J. A. Zimmerman, sales mgr., adv. mgr.; L. Destree, chief engr.; O. Kretchmar, pur. agt. Det. Rep.—R. K. Holden, 8550 Dumbarton.

JIFFY LUBRICATOR CO., 806 N. P. ave., Fargo, N. Dak. Hydraulic high pressure lubricators, hand guns. O. R. Mitchell, pres.; W. A. McMillan, secy., treas., gen. mgr.; August Johnson, chief engr.

JIM DANDY TRAILER CO., Wausau, Wis. Camp trailers. Jim Dandy, pres.; D. Storey, gen. mgr., sales mgr.

JOHN BEAN MFG. CO., Lansing, Mich. Battery chargers and testers, wheel aligners and balancers, brake testers, car washers, frame straightner. J. D. Crummey, pres.; H. L. Austin, secy.; P. L. Davies, treas.; H. C. Lisle, gen. mgr.; H. L. Faust, sales mgr.; J. Morse, chief engr.; H. S. Lowe, pur. agt.; R. G. Pulver, adv. mgr. Det. Rep.—J. R. Dailey. Adv. Agcy.—Holden, Graham & Clark, Detroit.

JOHNS-MANVILLE CORP., Automotive Commodities Dept., 22 E. 40th st., New York City. Brake lining, clutch facings, fan belts, rubber hose, accessories, sound deadening materials. Lewis H. Brown, pres.; Vandiver Brown, secy.; Col. C. M. Piper, sales mgr.; R. E. Berg, chief engr.; F. W. Rowe, pur. agt.; H. M. Shackelford, adv. mgr. Det. Rep.—R. H. Soulis, 2778 E. Grand blvd. Adv. Agcy.—J. Walter Thompson Co., New York City.

JOHNSON BRONZE CO., S. Mill st., New Castle, Pa. Bushings: cast bronze sheet metal, cast bronze graphited, sheet bronze graphited; steel-backed, babbitt-lined bearings, completely machined bars. P. J. Flaherty, pres.; J. P. Flaherty, secy.-treas.; L. E. Cramer, sales mgr.; Joseph Lasky, chief engr.; T. A. McKay, pur. agt.; Eugene Scanlon, adv. mgr. Det. Rep.—J. H. Burgess, 12-253 General Motors bldg.

JONES & LAMSON MACH. CO., Springfield, Vt. Automatic lathes, turret lathes, milling and centering machines, optical measuring apparatus, automatic opening dies, screw thread grinders. R. E. Flanders, pres.; J. W. Bennett, secy., asst. treas.; W. D. Woolson, treas.; K. H. Woolson, vice-pres., gen. mgr.; J. E. Lovely, vice-pres., chief engr.; J. C. Hebert, sales mgr.; E. R. St Mary, pur. agt.; C. E. Stubbs, adv. mgr. Det. Rep.—E. Norton Moor jr., 2832 E. Grand blvd., Room 310, Machinery bldg.

JOYCE-CRIDLAND CO., 510 N. Findlay st., Dayton, O. Automobile lifts, full and semi hydraulic air and electric; free wheel and drive-on single post passenger car lifts; single and multiple post bus and truck lifts, four-post passenger car lifts; jacks, automotive; heavy duty industrial and railroad jacks. J. M. Switzer, pres., treas., gen. mgr.; Warren Webster, secy.; Huston Brown, sales mgr., adv. mgr.; Kert Hott, chief engr.; R. V. Park, pur. agt. Det. Rep.—Paul R. Acton, 600 Michigan Theatre bldg. Adv. Agcy.—Stewart H. Ankeney, 53 Peach Orchard rd., Dayton, O.

JUDKINS CO., J. B., 38 Main, Merrimac, Mass. Passenger car custom bodies, house trailers. John B. Judkins, pres., treas.; I. C. Knight, secy.; John F. Dobbin, chief engr.; R. I. Condon, pur. agt. Det. Rep.—Getzinger-Fox Co., 302 Stephenson bldg.

JUSTUS AUTO SUPPLY, 175 E. Long st., Columbus, O. Coach trailers, utility trailers. C. E. Justus, pres., gen. mgr.; Walter Taylor, secy.; K. P. Babbs, treas.; Geo. Hollenback, sales mgr.; R. H. Kellogg, chief engr. Adv. Agcy.—Byer & Bowman, Inc., Columbus, O.
(See display advertising index)

K

KABIN KOACH CO., Inc., Pontiac, Mich. Coach trailers, display trailers. Hugh Nickerson, pres., gen. mgr.; B. C. Grabe, secy., treas.; Russell Merrell, sales mgr.; L. P. Worden, chief engr.; Frank Muller, pur. agt. Adv. Agcy.—Martin, Inc., Detroit.

KAUNEEL COACH CO., Foot of Main st., Bay City, Mich. Camp trailers. F. E. Kaunitz, pres.; Edwin Kaunitz, secy.; Lester Kaunitz, treas. and chief engr.; A. F. Huebner, gen. mgr.

KAY & ESS CO., Leo & Kiser sts., Dayton, O. Baking enamels, synthetic enamels, lacquers, fillers and primers, chassis finishes, motor finishes. H. G. Kittredge, pres. Det. Rep.—R. W. Prinz, 724 Oakridge dr., Jackson, Mich.

KAY SALES CO., 17 W. 60th st., New York City. Lamps, tools, switches, mirrors, cables, spark plugs, brake parts, hose clamps. Hugo Kirschbaum, pres., gen. mgr., pur. agt., sales mgr; Stanley H. Levine, secy.-treas.

KELLOGG COMPRESSOR & MFG. CORP., 97 Humboldt st., Rochester, N. Y. Air compressors, paint spray equipment, refrigerating condensing units. J. F. Weller, pres., gen. mgr.; Nicholas Arnold, secy.-treas.; H. O. Holland, sales mgr.; L. H. Browne, chief engr.; George B. Collins, pur. agt.; D. E. Bohannan, adv. mgr. Det. Rep.—W. M. Hamilton, 22612 Beech st., Dearborn, Mich. Adv. Agcy.—Stewart, Hanford & Frohman, 11 James st., Rochester, N. Y.

KELMORE SPECIALTIES, Inc., 1931 Broadway, New York City. Spring covers. James W. Plant, pres.; D. Sandino, secy.-treas.; R. D. Farinola, gen. mgr.

KEM MFG. CO., 601 W. 26 st., New York City. Repair parts for ignition, fuel and vacuum pumps, speedometers, gears and motor fittings. J. D. Brown, pres., treas.; L. D. Brown, secy.; P. Hein jr., chief engr.; M. Gersch, pur. agt.

KEM MFG. CO., Inc., 601 W. 26th st., New York. Electrical parts. J. D. Brown, pres., gen. mgr.; L. D. Brown, secy., sales mgr.; Paul Hein, chief engr.; Isidore Tobin, pur. agt.; G. A. Moore, adv. mgr. Det. Rep.—Al. H. Duhme, 1947 Berkley ave., Bond Hill, Cincinnati.

KENDALL REFINING CO., Bradford, Pa. Lubricating oil, gear lube, special purpose greases. Otto Koch, pres., treas., gen. mgr.; J. B. Fisher, secy., pur. agt.; T. O. Grisell, sales mgr.; S. M. Wolbert, chief engr.; W. T. Moffatt, adv. mgr. Det. Rep.—J. B. Robinson, 1054 Iroquois blvd. Adv. Agcy.—Batten, Barton, Durstine & Osborn, Inc., Pittsburgh, Pa.

KENNEDY MFG. CO., 200 N. Harrison st., Van Wert, O. Steel tool boxes, machinist's chests (steel). C. F. Kennedy, pres., treas. and gen. mgr.; R. K. Thompson, secy. and sales mgr.; L. F. Green, pur. agt.; C. L. Sidle, adv. mgr.

KENT-MOORE ORGANIZATION, Inc., 363 General Motors Research bldg., Detroit. Wheel pullers, connecting rod aligners, valve refacers, valve reseaters, wheel alignment equipment, brake testers, power cylinder reamers, special automotive service tools and equipment. Arbor presses, Precision lathes, drill presses. J. E. Moore, pres.; F. C. Bowles, secy.-treas.; W. A. Kent, vice-pres., gen. mgr.; H. L. Faust, sales mgr.; G. M. Graham, chief engr.; A. W. Bacon, pur. agt.; J. L. Juszak, adv. mgr. Adv. Agcy.—Campbell-Ewald, Detroit, Mich.

KEYSTONE MFG. CO., 41 Chandler st., Buffalo, N. Y. Ratchet wrenches, Westcott wrenches, sleeves and sockets, ratchet tap wrenches, drill posts, multiple socket sets, ratchet drills. C. E. Boyd, vice-pres., pur. agt., adv. mgr., gen. mgr.; Philip Moses, secy.-treas; C. H. Chur, sales mgr.

K-D LAMP CO., 610-616 W. Court st., Cincinnati, O. Motor car lamps, rear view mirrors, truck torches, reflecting devices. H. B. Kerans, pres., gen. mgr., sales mgr., adv. mgr.; C. C. Clark, secy.-treas.; W. Trautner, chief engr.; A. B. Dettmer, pur. agt. Det. Rep.—H. F. Griffin. Adv. Agt.—Julian J. Behr, Inc., Cincinnati, O.

K-D MFG. CO., N. Plum st., Lancaster, Pa. Valve spring lifters and compressors, vacuum cup valve grinders, king pin extractors for Fords, screw-type wheel pullers for Fords, hammer-type wheel pullers, brite-steel washers, S.A.E. and U.S.S., wheel stud riveting dies, ignition point grinder. Martin C. Dellinger, pres.; Harry W. Kulp, secy., treas., pur. agt.; Clyde P. Brewster, sales

(*Continued on Next Page*)

MON

High-Quality — Low-Cos

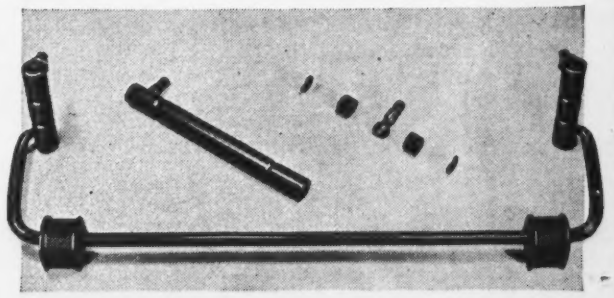
High-Speed Bumper Jack

● The new Monroe High-Speed Bumper Jack is simple in design—and permits motorist to stand erect while easily cranking. Thrust load is carried by the ball bearing, insuring easy operation. Steel housing protects the threads. Screw is under tension instead of compression—cannot buckle or bend. Lifting lug designed to reduce side strain ...recess in center filled with grease which makes it self-lubricating. The head can be designed to use the wheel wrench instead of an extra handle.

Stabilizing Bar and Silent Connector

● The Stabilizer Bar Division of the Monroe Auto Equipment Company is provided with heat-treating and forging equipment that has been especially designed to manufacture Stabilizers. With this special equipment, we can manufacture your requirements to precision and at the lowest possible cost. That is why Monroe Stabilizers are standard equipment on so many 1937 models.

A combination of the Monroe silent connector and stabilizer is available for your consideration. In this design, which is shown disassembled, the joints are completely surrounded by confined rubber, thus permitting the use of smaller-diameter bars.



MONROE AUTO EQUIPMEN

Who's Who

(Continued from Previous Page)

mgr., adv. mgr. Adv. Agcy.—Aitkin-Kynett Co., 1400 S. Penn Sq., Philadelphia, Pa.

KEASBEY & MATTISON CO., Butler ave., Ambler, Pa. Brake linings, woven and moulded; brake blocks, clutch facings. W. C. Scott, vice-pres.; F. W. Cocker, secy.-treas.; A. C. Teetzel and W. C. Dodge jr., sales mgrs., chief engrs.; A. C. Lesher, pur. agt.; W. S. Acuff jr., adv. mgr. Det. Rep.—Walter M. Lipps, 1256 Cedar dr., Birmingham, Mich. Adv. Agcy.—Geare-Marston, Inc., Philadelphia, Pa.

KELSEY - HAYES WHEEL CO., Detroit. Wheels, rims, brakes, hubs and drums, stampings. Geo. W. Kennedy, pres., gen. mgr.; L. A. Brooks, secy.-treas.; Lester Downie, treas.; Charles Sinclair, chief engr.; Harold Murphy, pur. agt.; Harry McNaughton, serv. mgr.; Perry Williams, sales mgr.,
(See display advertising index)

KERATOL CO., 348 Van Buren st., Newark, N. J. Artificial leather. H. L. Kleinhans, pres.; L. C. Kleinhans, secy.; J. K. Weidig, treas., gen. mgr.; F. L. Ford, sales mgr.; M. C. Diedrich, adv. mgr.

KEYSTONE REAMER & TOOL CO., Millersburg, Pa. Reamers, taps, dies, drills, valve seat grinders, hones. T. F. Bradenbaugh, pres.; W. B. Bradenbaugh, secy.-treas.; R. A. Jury, pur. agt.; H. G. Wommer, chief engr. Det. Rep.—A. L. Bernstein, 443 E. Fort st. Adv. Agcy.—N. P. Hewitt, Woodbury, N. J.

KEYSTONE TRAILER & EQUIPMENT CO., Inc., 2100 E. 10th st., Kansas City, Mo. Semi-trailers, pole trailers, stockrack bodies, van bodies, refrigerator bodies, trailer dollies, grain beds. Harry N. Brown, pres., sales mgr.; A. Margolin, secy.; E. J. Ziegler, treas., chief engr.; Chas. V. Ziegler, pur. agt., adv. mgr.

KILBORN-SAUER CO., Post rd., Fairfield, Conn. Automobile lamps and accessories, flares, reflectors, mirrors, tail lights, clearance lights, etc. Howard E. Kilborn, pres.; Fred Sauer, secy.; Henry J. Sauer, treas.; Peter Sauer, vice-pres.

KING-SEELEY CORP., 315 S. First st., Ann Arbor, Mich. Liquid depth gauges, electric gauges, instruments, panels, etc., for automobiles. John Airey, pres., gen. mgr.; K. M. Conklin, secy.; D. L. Warner, treas., pur. agt.; W. E. Bondemer, vice-pres., sales mgr.

KING QUALITY PRODUCTS CO., 2320 Cooper st., St. Louis, Mo. Piston rings, pistons, piston pins, piston pin bushings, cylinder sleeves, valves, guides, springs keepers, motor bearings, water pump parts, chassis parts: king, tie rod and spring shackle bolts and bushings. B. G. Close, gen. mgr., sales mgr. Adv. Agcy.—D'Arcy Adv. Co., St. Louis, Mo.

KIRK & BLUM MFG. CO., 2838-2852 Spring Grove ave., Cincinnati, O. Blower, dust collecting and ventilating and fume removal systems, industrial ovens, sheet metal products, tanks, sheet metal contractors. S. W. Kirk, pres., gen. mgr.; W. R. Meuttman, secy., sales mgr.; R. J. Blum, treas.; C. F. Wulff, pur. agt. Adv. Agcy.—Baer, Bigler, VanDeMark & Adams, Cincinnati, O.

KLEMM AUTOMOTIVE PRODUCTS CO., 3533 N. Ashland ave., Chicago. Governors, cooling system cleaner, oil filters, break-in oil. E. R. Klemm jr., pres., gen. mgr.; P. E. Klemm, secy., pur. agt.; Geo. R. Klemm, treas.; C. E. Johnson, sales mgr., adv mgr.; R. Korth, chief engr.

KNEUER TAIL BOARD CO., Inc., 126-128 Van Buren st., Newark, N. J. Mfgrs. of patented spaceless tail board hardware for motor truck bodies. Edward J. Kneuer, pres., treas., gen. mgr., sales mgr., pur. agt., adv. mgr.; Kathryn B. Kneuer, secy.

KNIGHT SCREW PRODUCTS CO., 7401 Lyndon ave., Detroit. Special screw machine products and hardened and ground to specification. William C. Knight, pres.; Frederick F. Bastien, secy.-treas., pur. agt.; Frederic D. Hepgood, gen. mgr.; Frederick J. Broad, sales mgr.; Clarence E. Barr, chief engr. Det. Rep.—Frederick J. Broad, 7401 Lyndon ave.

KOCH MFG. CO., Inc., 3400 Jewel, Louisville, Ky. Battery cable products, generator cooling products, hood fasteners, generator pulleys, exhaust extensions, jewel and plain. L. A. Koch, jr., pres.; H. H. Willits, gen. mgr., sales mgr., pur. agt.

KOZY-COACH CO., The, Kalamazoo, Mich. Coach trailers. C. M. Lutes, owner. Adv. Agcy.—Staake-Schonmaker, Kalamazoo, Mich.

KRAETKE BROTHERS, Inc., 3493 E. Grand blvd., Detroit, Mich. Gauges, jigs, fixtures and special machinery. Wm. L. Kraetke, pres., treas., pur. agt.; Ernest F. Kraetke, secy.; C. E. Collins, chief engr.

K-W CORP., 3244-46 Holmes st., Kansas City, Mo. Motor graphite, gear oil, tune-up oil, penetrating oil. Robert L. Koehler, pres., treas., gen. mgr.; O. Quaife, secy., pur. agt.; B. J. Balmer, sales mgr.; R. W. Fisher, chief engr.; N. Rowe, adv. mgr. Adv. Agcy.—Potts-Turnbull Co., Kansas City, Mo.

KWICK-KUT MFG. CO., Inc., 3228 Arsenal st., St. Louis, Mo. Tire grooving tools, tire grooving machines, elec. tube vulcanizers and rubber valve stem vulcanizers, vulcanizing molds for gas, electric or steam. Geo. Schattgen, pres.; C. F. Boyer, gen. mgr. Adv. Agcy.—Oakleigh R. French, Inc., St. Louis, Mo.

K. & W. RUBBER CORP., 108 Channing st., Delaware, O. Manufacturers air cushions, air camp mattresses. J. H. Johnson, pres.; G. S. Krichbaum, secy.-treas., chief engr.; Ora Krichbaum, gen. mgr., sales mgr., pur. agt.; Wilma F. Krichbaum, adv. mgr. Det. Rep.—S. J. Anstey, 753 Webb ave. Adv. Agcy.—Mumm-Romer-Robbins-Pearson, Columbus, O.

KYSOR HEATER CO., Haynes st., Cadillac, Mich. Bus heating equip., air-operated automatic shutters. W. A. Kysor, pres., gen. mgr.; D. J. Mohl, secy., pur. agt.

L

LA FRANCE INDUSTRIES, 4631 Adams ave., Philadelphia, Pa. Tapestries, pile fabrics and friezes for trailers. Bernard Davis, pres., gen. mgr., adv. mgr.; E. H. Fritzinger, secy., pur. agt.; T. G. Williams, treas.; H. G. Mann, sales mgr.; John Weber, chief engr. Det. Rep.—C. F. Stinson, 7 Erskine st.

LAIDLAW CO., Inc., 16 W. 60th st., New York City. Closed car upholstery cloth, seat cover cloth, trailer upholstery cloth, top covering. William R. Laidlaw, pres. Det. Rep.—H. H. Knepper, 4835 Woodward ave.
(See display advertising index)

LAKE CITY MALLEABLE CO., 5946 Lakeside ave., Cleveland, O. Shock-proof malleable castings. J. H. Redhead, pres., treas., gen. mgr.; David L. Johnson, secy.; R. C. Shurmer, sales mgr.; R. J. Mueller, chief engr.; J. J. Witenhafer, pur. agt.; C. M. Beattie, supt. Det. Rep.—C. R. Harvey, 411 New Center Bldg., Detroit.

LANGSENKAMP - LINKERT CARBURETOR CO., 1300 Shelby st., Indianapolis, Ind. Carburetors, carburetor parts. H. W. Linkert, pres., chief engr.; S. R. Hawkins, vice-pres., secy., sales mgr.; H. Langsenkamp, treas.

LANTZ PHELPS CORP., 911 E. Third st., Dayton, O. Exhaust gas analyzers, motor analyzers, electric circuit testers. W. J. Lantz, pres., treas., gen. mgr.; F. E. Hershey, secy.; C. H. Phelps, chief engr.; O. Weller, pur. agt. Adv. Agcy.—Hugo Wagensell and Associates, 832 Third National bldg., Dayton, O.

LAMINATED SHIM CO., Inc., 21-24 44th ave., Long Island City, N. Y. Laminated shims, brass and steel shims, brass and steel shim stock, metal stampings (flat), babbitt faced shims. C. N. Aborn, pres., gen. mgr.; E. B. Nisbet, treas., pur. agt.; W. H. Blackmer, sales mgr., adv. mgr. Det. Rep.—C. R. Harvey, 411 New Center bldg. Adv. Agcy.—George E. Hatch, 310 Madison ave., New York City.

LAND CRUISER TRAILER CO., 1830 Reed st., Kalamazoo, Mich. Camp trailers. Earl Weimaster, pres., secy., treas.

LANDIS TOOL CO., Sixth and Ringgold, Waynesboro, Pa. Precision grinding machines. J. E. Frantz, pres.; R. F. Ingram, secy., sales mgr.; M. F. Frantz, treas.; H. E. D. Gray, gen. mgr.; A. P. Steiner, chief engr.; W. W. Strite, pur. agt.; F. W. Fenninger, adv. mgr. Det. Rep.—F. Greiner, 5928 2nd blvd., Detroit, Mich.

LANGLOIS BROS., 717 S. San Pedro, Los Angeles, Cal. 10-wheel attachments, H. D. trailers and semi-trailers, frame extensions, stake bodies. Harry F. Langlois, gen. mgr.; Herbert N. Langlois, sales mgr.; B. R. Ells, chief engr.; W. G. McMillan, pur. agt.; R. M. Merkel, adv. mgr.

LANGLOIS GRINDING CO., Inc., 1602 23rd st., Detroit. Standard and special gauges. Fred H. Langlois, pres., gen. mgr.; Raymond Langlois, secy.; V. Langlois, treas.; B. A. Johnston, sales mgr.; C. J. Clark, pur. agt. Det. Rep.—B. A. Johnston, 1602 23rd st.

LARKIN CO., Inc., Paint Division, 680 Seneca st., Buffalo, N. Y. Enamels, larcoloid, polishes, bus and coach polish and cleaner, waxes, bus and coach paste wax cleaners, rubbing compounds, bus and coach rubbing compound. John Larkin jr., pres.-treas.; J. Crate Larkin, secy.; John Ayrault jr., gen. mgr., pur. agt. paint div.; W. H. Cosh, sales mgr., adv. mgr. paint div. Det. Rep.—M. T. Younken, 12150 Corbett ave. Adv. Agcy.—Addison-Vars Co., Buffalo, N. Y. N. Y.

LAS-STIK MFG. CO., Wayne and B sts., Hamilton, O. Innertube patches, rubber cement, polishing cloths, casing plasters, tap repair. Louis C. Sohngen, pres., secy., treas., gen. mgr., sales mgr., pur. agt., adv. mgr. Det. Rep.—Charles V. Grantello, 11833 Lake ave., Lakewood, O. Adv. Agcy.—Van Auken Ragland Co., Chicago.

LATEX FIBER INDUSTRIES, Inc., Beaver Falls, N. Y. Anti-squeak shims and pads, scuff proof panel facing, fireproof panel board. H. S. Lewis, pres.; A. F. Owen, gen. mgr.; K. F. Larkin, pur. agt. Det. Rep.—R. R. Clarkson, 6600 E. Jefferson ave. Adv. Agcy.—Campbell-Ewald Co., New York.

LATHAN CO., Inc., Box 307, South San Francisco, Cal. Brakes, vacuum power. A. S. Lathan, pres.; J. E. Lathan, secy.-treas., pur. agt.; M. R. Musser, sales mgr.; C. A. Christensen, chief engr. Det. Rep.—S. R. Walker, 477 Selden ave. Adv. Agcy.—Lyon Agency, San Francisco, Cal.

LAVINE GEAR CO., 634 E. Keefe ave., Milwaukee, Wis. Automotive steering gears. Herman A. Uihlein, pres., treas.; M. O. Andrae, secy.; B. W. Twyman, gen. mgr., sales mgr., chief engr., adv. mgr.; E. D. Cadwell, pur. agt. Det. Rep.—George A. Maher, 2-244 Gen. Mtrs. bldg.

LE BLOND-SCHACHT TRUCK CO., Eighth and Evans st., Cincinnati, O. Motor trucks. Wm. Schacht, pres.; Harold Le Blond, vice-pres., treas.; Norman C. Schacht, secy.; Geo. Mueller, chief engr.; Arthur W. Niederhelman, pur. agt. Adv. Agcy.—The Keeler-Stites Co., 18 W. Seventh st., Cincinnati, O.

LEECE-NEVILLE CO., 5363 Hamilton ave., Cleveland, O. Generators, voltage regulators, cranking motors and switches for diesel and gasoline automotive type engines in commercial operation. B. M. Leece, pres. and chief engr.; P. H. Neville, vice-pres.; Geo. S. Cole, secy.-treas., and gen. mgr.; Arthur A. Skinner, sales mgr. and adv. mgr.; D. M. Evans, pur. agt.; F. H. Millhof, factory mgr.

LEE TIRE & RUBBER CO. of NEW YORK, Inc., Sub. of Lee Rubber & Tire Corp., Conshohocken, Pa. Tires and tubes for pass. cars, trucks and buses, solid truck and industrial truck tires, tire sundries. John J. Watson, pres.; Wm. B. Dunlap, secy.; A. A. Garthwaite, vice-pres., treas., gen. mgr.; H. L. Pettingell, vice-pres. in chge of sales; E. W. McCreery, sales mgr.; Walter E. Hansen, pur. agt.; Geo. H. Duck, adv. mgr. Adv. Agcy.—Benjamin Eshleman Co., 260 S. Broad st., Philadelphia, Pa.

LEMPCO PRODUCTS, Inc., Bedford, O. Axle shafts, drive or propeller shafts, ring gears and pinions, transmission gears, differential gears, flywheel gears, worms and worm gears, pressed steel brake drums, gunalloy brake drums, cylinder boring bars, piston grinders, electrically driven power presses, hydraulic presses, brake drum and flywheel lathes, brake
(Continued on Page 94)

ROE

Automotive Products

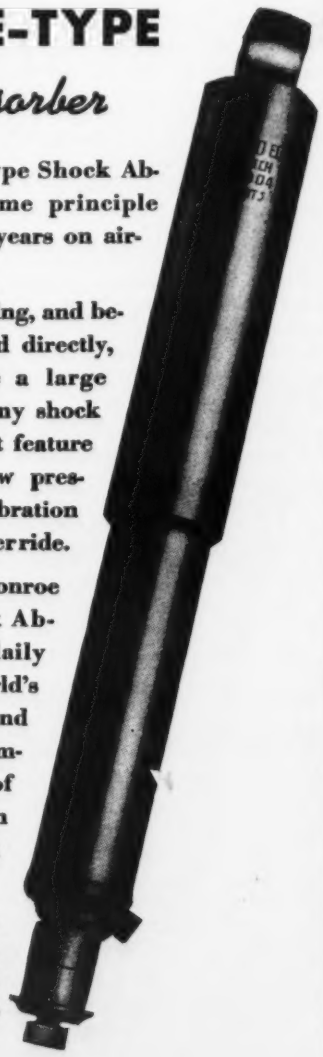
SPRAYTEX

effective sound-deadener

Monroe Spraytex kills noises in fenders, body panels, doors, steel tops, running boards and floors. Spraytex is easily applied by spraying on the inside of the body, doors, fenders and other parts of the car that need sound-deadening. It dries quickly and shows no shrinkage. Spraytex not only cuts down sound amplification to a minimum, but also acts as a positive and permanent protection against rust and as an insulation against heat flow.

AIRPLANE-TYPE

Shock Absorber



● Monroe-Airplane Type Shock Absorbers are of the same principle that has been used for years on airplanes and artillery.

Monroes are double acting, and because the load is applied directly, the Monroes displace a large quantity of fluid over any shock impulse. This important feature permits the use of low pressures, which reduces vibration and provides a softer, safer ride.

Nearly two million Monroe Airplane-Type Shock Absorbers are now in daily use on many of the world's leading automobiles, and their record of performance stands as a proof of Monroe's superiority in design, quality and workmanship.

Standard equipment on leading automobiles throughout the world. Manufactured in United States, British Isles and Australia.

OMPANY • MONROE, MICH.

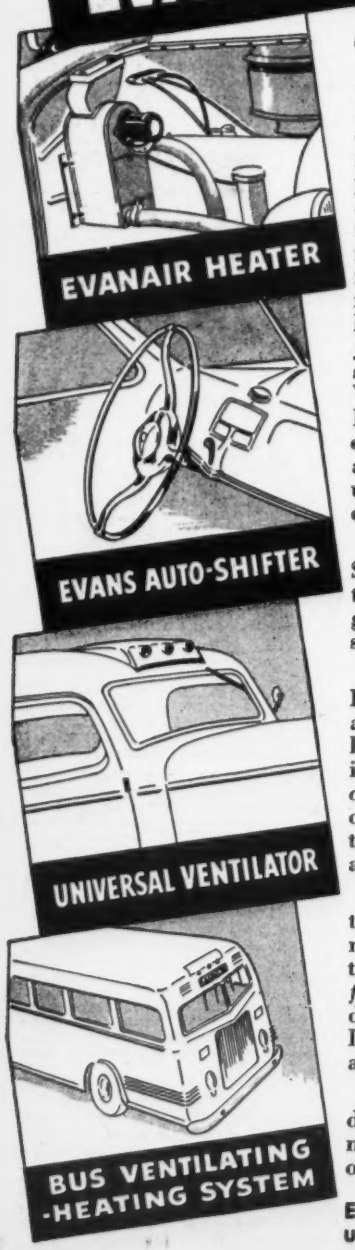
Exports of Parts and Accessories for 1934, 1935 and 1936

(Source of Data—U. S. Bureau of Foreign and Domestic Commerce)

		Jan. Value	Feb. Value	Mar. Value	Apr. Value	May Value	June Value	Total 6-Months Value	July Value	Aug. Value	Sept. Value	Oct. Value	Nov. Value	Dec. Value	Total Year Value
Parts for Assembly	'36	$5,127,262	$4,404,152	$4,213,294	$5,003,681	$4,004,412	$2,683,334	$25,436,135	$2,035,861	$1,597,139	$2,212,979	$2,507,283	$2,674,690	$4,901,282	$41,365,369
	'35	4,554,343	5,358,944	6,105,861	4,482,539	3,903,106	3,409,551	27,814,398	2,462,725	1,616,629	3,580,385	3,191,411	3,253,931	2,553,717	44,473,196
Pistons	'36	42,563	42,324	39,121	48,394	50,330	37,703	260,435	36,187	27,905	34,604	36,883	30,114	19,493	445,621
	'35	50,727	52,976	46,192	59,757	48,473	56,609	314,734	53,882	53,585	48,017	48,510	34,134	45,908	598,770
Piston Rings	'36	48,226	28,725	48,475	60,973	45,184	58,631	290,214	38,925	30,975	40,891	31,766	35,269	36,138	504,178
	'35	49,338	27,634	65,295	54,453	41,915	46,845	285,480	34,381	40,721	38,861	44,035	36,784	31,150	511,412
Valves	'36	5,822	9,836	11,025	8,713	10,905	8,036	54,337	9,191	7,179	7,799	7,827	16,087	2,656	105,076
	'35	9,050	12,676	13,772	11,897	8,199	6,338	61,932	11,546	6,275	7,946	6,645	6,269	5,102	105,715
Differential and Transmission Gears	'36	28,696	53,419	55,538	52,178	45,741	52,817	288,389	34,308	36,909	30,663	56,347	37,832	38,977	523,425
	'35	52,426	38,580	43,998	39,115	40,619	46,940	261,678	42,696	43,061	35,476	61,342	38,785	38,211	521,429
Starter and Timing Gears	'36	4,343	6,261	8,697	4,552	7,353	11,080	42,286	9,947	3,027	6,673	22,782	3,252	9,027	96,994
	'35	4,566	4,085	6,210	4,433	5,313	4,746	29,353	7,807	9,554	5,193	4,752	4,139	4,541	65,339
Gears	'36	34,436	32,647	34,896	27,245	33,345	22,265	184,834	25,049	26,839	31,217	31,052	38,795	21,641	359,427
	'35	23,581	27,364	31,359	42,209	35,433	30,516	190,462	21,239	21,352	18,583	28,965	23,977	18,890	323,468
Spark Plugs	'36	64,706	189,830	128,317	125,400	104,992	123,547	736,792	95,170	149,575	161,412	84,177	93,926	112,717	1,433,769
	'35	114,976	133,090	135,620	158,094	208,478	124,720	874,978	109,389	113,468	112,922	114,364	133,935	121,225	1,580,281
Auto and Truck Springs	'36	41,997	37,087	48,963	60,739	44,449	27,700	260,935	23,111	39,541	40,792	40,889	44,128	43,800	493,196
	'35	58,485	59,159	56,413	72,284	44,350	56,065	346,756	47,171	43,625	53,455	34,207	49,585	36,256	611,055
Asbestos Brake Lining: Molded and Not Molded	'36	44,215	51,627	61,535	68,907	63,657	60,972	350,913	49,380	49,057	54,698	60,182	47,380	59,369	670,979
	'35	53,015	54,893	62,278	64,017	54,155	61,306	349,664	60,823	51,108	43,482	54,198	48,220	43,843	651,338
	'36	27,507	18,438	17,756	24,765	22,092	26,378	136,936	27,038	29,700	27,233	14,427	23,099	18,492	276,925
	'35	18,975	15,784	18,807	22,917	21,536	19,841	117,860	21,745	18,544	12,220	19,562	20,923	20,527	231,381
Parts for Replacement, N.E.S.	'36	1,945,082	1,960,639	2,118,433	2,334,913	2,454,283	2,372,591	13,185,941	2,300,774	1,975,239	2,364,183	2,363,905	2,138,658	2,200,675	26,529,375
	'35	1,895,889	1,857,616	2,306,604	2,235,498	2,268,903	2,126,143	12,690,653	2,651,962	2,234,174	1,967,101	2,308,927	2,345,828	2,157,562	26,356,207
Shock Absorbers and Stabilizers	'36	6,297	13,802	6,431	19,793	8,019	5,086	59,428	5,327	11,539	36,496	20,519	19,199	5,284	157,792
	'35	3,622	4,825	11,344	22,374	6,220	8,741	57,126	10,149	9,745	12,137	15,208	6,067	17,711	128,143
Bumpers	'36	56	95	419	649	108	19	1,346	479	188	404	171	1,167	492	4,247
	'35	123	599	530	899	1,448	981	4,580	83	493	576	1,500	279	521	8,032
Horns	'36	42,036	32,754	28,464	37,797	29,570	29,408	200,029	20,340	19,013	16,150	27,903	25,685	47,140	356,260
	'35	41,734	51,420	36,166	40,646	44,997	34,555	249,518	21,008	23,470	27,328	24,940	24,135	18,919	389,318
Accessories, N.E.S.	'36	339,794	274,232	232,514	262,026	271,842	269,715	1,650,123	196,867	243,230	325,728	341,436	308,788	446,962	3,513,134
	'35	207,297	272,232	279,826	294,915	257,038	201,767	1,513,075	186,401	240,236	297,802	341,749	294,870	186,303	3,060,436
TOTALS	'36	$8,336,914	$7,967,372	$7,834,433	$8,556,736	$7,575,505	$6,288,617	$46,559,577	$5,366,501	$4,336,906	$5,909,425	$5,812,604	$5,843,744	$8,666,080	$82,494,837
	'35	7,138,147	7,971,877	9,220,275	7,606,047	6,990,237	6,235,664	45,162,247	5,743,007	4,526,040	6,261,484	6,300,315	6,321,861	5,300,386	79,615,340

PROVIDING COMFORT, SAFETY AND CONVENIENCE FOR DRIVERS AND PASSENGERS—

EVANS PRODUCTS



THE Evans Products Company, during the past 22 years, has established a reputation for creative engineering—an ability to develop new products for new needs. In nearly every case these products function on patented and exclusive principles. The four products illustrated are typical: The Evanair is the first unit for passenger cars which successfully combines ventilation with heating. In cold weather *fresh, filtered air,* brought in from outside, is heated up to 140 degrees. When heat is not necessary, the Evanair still brings in volumes of exhilarating *fresh air* for coolness and comfort. Installation is made under the hood, leaving driving compartment clear.

The dash-operated Evans Auto-Shifter works on a patented system of vacuum control to make gear shifting easier; leaves unobstructed leg room in front seat.

The Evans Universal Ventilator keeps truck drivers awake and alert—cool and comfortable by bringing *fresh, filtered air* into cab at the top—*above the carbon-monoxide level.* Air in cab is completely changed from two to four times per minute at average speeds.

Evans Ventilating-Heating Systems for modern buses meet the rigid specifications of safety authorities in all localities. *Fresh, filtered air* and heat are evenly distributed throughout the bus. Drafts, hot spots and cold spots are eliminated.

Evans engineers are constantly developing new products and new methods to meet demands of the automotive industry.

EVANS PRODUCTS COMPANY
Union Guardian Building, Detroit, Mich.

Combined United States Exports of Passenger Cars and Chassis, Trucks, Buses and Chassis

	1935	1936	% of Incrs.
Units	271,383	285,756	5.29
Value	$144,967,163	$157,878,620	8.90

U. S. Exports of Passenger Cars, Chassis 1935-36

Under $850—	1935	1936	% of Incrs.
Units	161,535	165,501	2.45
Value	$81,867,580	$86,788,566	6.01
$850-$1200—			
Units	8,759	11,758	34.23
Value	8,304,968	11,238,283	35.32
$1200-$2000—			
Units	1,463	1,817	24.19
Value	2,224,426	2,722,621	22.39
Over $2000—			
Units	815	881	8.09
Value	2,113,783	2,274,784	7.61
Total—			
Units	172,572	179,957	4.27
Value	94,510,757	103,024,254	9.08

Total Men Employed On Highways

Total Men Employed on All Federal and State Highway Construction and Maintenance

Month	1936
July	375,442
August	382,846
September	340,073
October	323,374
November	290,523
December	252,229
January	202,884
February	200,451
March	227,586
April	287,478
May	374,191
June	423,466
TOTAL (man months)	3,680,543

Men Employed on All Federal and Federal-Aid Highway Construction

Month	1936
July	191,041
August	178,756
September	143,455
October	135,660
November	118,898
December	103,493
January	82,731
February	70,418
March	86,050
April	132,834
May	193,269
June	237,330
TOTAL (man months)	1,673,935

Value of Exports of Automotive Products from U. S., 1936-1935

	1936 Value	1936 Pct.	1935 Value	1935 Pct.
Passenger Cars	$103,024,254	41.13	$94,510,757	40.08
Trucks and Busses	54,854,366	21.90	50,456,406	21.40
Assembly Parts	41,365,369	16.51	44,473,196	18.86
Replacement Parts	31,438,987	12.55	31,556,215	13.38
Accessories	4,031,433	1.62	3,585,929	1.52
Service Appliances	4,607,481	1.84	4,053,707	1.72
Automobile Engines	5,659,048	2.26	3,001,104	1.27
Fire Engines	50,943	.02	121,596	.05
Trailers	1,065,913	.42	718,105	.30
Motorcycles and Parts	1,311,818	.52	1,245,567	.53
Motorboats and Engines	2,194,022	.88	1,501,365	.64
Used Cars and Trucks	869,709	.35	589,298	.25
TOTAL	$250,473,343	100.00	$235,813,245	100.00

New Truck Registrations by Makes

	1936	1935	1934	1933	1932	1931
Austin	.....	181	494	1,053	.....	.....
Autocar	1,451	1,001	1,139	1,127	1,015	1,748
Brockway	1,695	1,245	1,213	875	752	1,685*
Buick	.....	116	152	.....	.....	.....
Chevrolet	204,344	167,129	157,507	99,880	60,784	99,600
Diamond-T	8,750	6,454	5,440	4,139	2,250	2,483
Dodge	85,295	61,488	48,252	28,034	8,744	13,518
Federal	2,930	2,190	1,962	1,360	1,167	1,523
Ford	177,244	185,848	128,250	62,397	66,937	138,854
G. M. C.	26,980	11,442	10,449	6,602	6,359	6,919
Indiana	1,705	862	729	1,252	957	.....
International	71,958	53,471	31,555	26,658	15,752	21,073
Mack	4,226	1,515	1,830	1,652	1,425	2,945
Plymouth	2,420	660	123	.....	.....	.....
Reo	4,227	5,101	5,035	3,042	3,187	5,166
Sterling	227	174	134	108	227	739
Stewart	1,280	880	736	684	867	1,394
Studebaker	3,279	2,100	1,697	2,413†	2,430	3,495
Terraplane	1,905	638	517	.....	.....	.....
White	5,757	3,304	3,963	1,384	2,138	2 561
Willys	2,441	2,280	25	233	1,132	3,131‡
Miscellaneous	3,480	2,604	2,684	2,976	4,290	6,966
TOTAL	611,644	510,683	403,886	245,869	180,413	313,800

†Includes Rockne. *Includes Indiana.

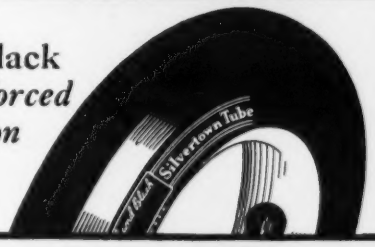
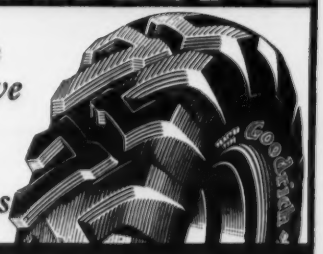
Canadian Exports by Months, 1928-36

(Compiled by Canadian Automobile Chamber of Commerce)

Month	1929	1930	1931	1932	1933	1934	1935	1936
January	8,997	2,997	3,095	582	504	2,404	1,598	6,622
February	10,856	4,280	1,596	414	277	3,045	4,858	4,585
March	15,561	6,360	1,898	592	1,637	4,954	9,379	7,613
April	6,613	3,321	1,209	355	1,268	3,968	6,371	3,740
May	9,594	3,091	1,569	374	2,729	4,242	6,499	5,246
June	8,270	3,746	1,084	802	2,299	5,298	4,837	4,449
July	7,378	3,588	1,009	1,540	1,790	6,598	5,105	4,561
August	7,709	4,007	797	1,566	1,754	3,567	6,009	3,440
September	6,754	4,662	787	1,717	2,247	3,343	4,792	3,514
October	9,767	2,948	712	2,462	2,952	3,778	3,931	2,922
November	5,973	2,663	480	1,486	1,786	1,929	5,606	5,161
December	4,910	3,708	303	1,132	1,657	641	5,535	3,945
Total	102,382	45,371	14,539	13,022	20,900	43,767	64,556	55,865

COMPARE THESE PRODUCTS WITH ANY OTHER LINE!

✓ Check Them For Exclusive Features . . . Sales Appeal . . . Completeness Of Line . . . All Year 'Round Profits

DOES OTHER LINE INCLUDE:	ANSWER YES	ANSWER NO	WHO BUT GOODRICH CAN OFFER YOU THESE "AHEAD-OF-COMPETITION" PRODUCTS?
A Tire That Gives Motorists Golden Ply Blow-Out Protection?			Only *Goodrich Safety Silvertowns Have The Life-Saver Golden Ply*
An Extra Tough Tube That Resists Tearing In Flat Tires?			*Goodrich* Gold & Black *Tube Specially Reinforced To Resist Abrasion And Chafing* 
A Tube That Seals Punctures On Running Wheels?			*Goodrich* Seal-O-Matic *Tube Self-Seals Punctures While The Motorist Rides*
A Battery With Power-Saving Top Cover, And Guaranteed As Long As The Motorist Keeps His Car?			*New Goodrich* Kathanode *Electro-Pak Backed By Most Sensational Battery Guarantee Ever Made*—And *Only* Goodrich Electro-Paks Have The Power-Saving Top Cover
A Truck Tire With Triple-Protection In The Side-Wall "Failure Zone"?			*Goodrich "Triple-Protected" Silvertown Truck Tires Check 80% Of Premature Failures*
A Farm Tractor Tire Built Of "Sun-Resisting" Rubber?			*Goodrich* Farm Service *Silvertowns With Exclusive "Sun-Resisting" Tread Last Far Longer —Save Money For Farmers* 

A GOODRICH "ALL-MARKET" FRANCHISE MEANS REACHING YOUR ENTIRE MARKET WITH FULL PROFIT ON EVERY SALE—EVERY MONTH OF THE YEAR!

FOR YEARS now The B. F. Goodrich Company has concentrated on a dealer policy that's a "stand-out"—for products—for profits—for cooperation. Year after year Goodrich pours millions of dollars into national advertising to tell your prospects that you're selling motoring safety and economy. Every worthwhile advertising method is used on this life-saving, money-saving story—smashing material designed to *stop 'em quick and sell 'em fast.*

Put this *proven* Goodrich All Market, All Season Plan in operation in *your* business. For complete details write, wire or phone to The B. F. Goodrich Co., Akron, Ohio.

THE B. F. GOODRICH CO.
AKRON, OHIO

Who's Who

(*Continued from Page 91*)

shoe grinders, line boring machines, automotive shop tools. Jas. F. Strnad, pres.; John Y. Blazek, secy.; P. F. Hronek, treas.; F. L. Wolf, sales mgr.; V. Roy, chief engr.; J. Gulick, pur. agt.; F. Schwab, adv. mgr. **Det. Rep.**—A. Bernstein, 443 E. Fort st.

LEONARD SPARK PLUG CO., Inc., 149 Summit st., Newark, N. J. Spark plugs. E. Haas, pres., treas., gen. mgr.; D. M. Leonard, secy., pur. agt.; T. F. Cannan, sales mgr., adv. mgr. **Det. Rep.**—J. L. Hennecke, 2346 Tuxedo rd., Detroit.

LESLIE, MORRIS J., CO., Inc., 1361 S. Hope st., Los Angeles; 162 N. 4th st., Columbus, O.; 109 W. 64th st., New York; 2714 S. State st., Chicago. Engine bearings. J. Leslie Morris, pres., treas.; W. E. Guthrie, vice-pres.; Wm. Husby, secy.

LETOURNEAU, R. G., Inc., Peoria, Ill.; Stockton, Calif. Semi-trailers, 20-ton capacity. R. G. LeTourneau, pres.; J. W. LeTourneau, gen. mgr. H. B. Miller, pur. agt.; Geo. C. McNutt, adv. mgr.

LIBBEY-OWENS-FORD GLASS CO., Nicholas bldg., Toledo. Safety glass, plate glass, window glass and structural glass. J. D. Biggers, pres.; C. E. Husted, vice-pres.; asst. secy.; H. H. Baker, vice-pres., secy.; D. H. Goodwillie, gen. mgr., exec. vice-pres.; G. P. MacNichol jr., vice-pres., sales mgr.; H. W. Mayorga, mgr. western sales; G. L. Conley, mgr. eastern sales; Harold Jay, mgr. southeastern sales; J. O. Drake, chief engr.; Jas. C. Diehl, pur. agt.; North A. Wright, adv. mgr. **Det. Rep.**—R. Milroy, 610 Fisher bldg. **Adv. Agcy.**—U. S. Adv. Corp., Toledo, O.

(See display advertising index)

LIGGETT SPRING and AXLE CO., Monongahalia, Pa. Trailer and automotive axles, springs. I. A. Skelly, pres.; J. L. Cookran, secy.-treas.; L. E. Joseph, vice-pres., gen. mgr., sales mgr.; A. A. Cramer, chief engr.; K. D. Rider, pur. agt. **Det. Rep.**—J. A. Schroeder, 3087 W. Grand blvd. **Adv. Agcy.**—A. B. C. Adv. Agcy., Cincinnati, O.

LINCOLN ELECTRIC CO., 12818 Coit rd., Cleveland, O. Electric arc welding equipment, welding rods and electrodes, welding supplies. James F. Lincoln, pres., gen. mgr.; J. W. Meriam, secy.; J. C. Lincoln, treas.; C. M. Taylor, sales mgr.; George G. Landis, chief engr.; C. W. Roehl, pur. agt.; A. F. Davis, adv. mgr. **Det. Rep.**—J. M. Robinson, 2457 Woodward ave. **Adv. Agcy.**—Griswold-Eshleman Co., Cleveland, O.

LINCOLN ENGINEERING CO., 5701 Natural Bridge St. Louis, Mo. and Detroit, Mich. Lubricating equipment and fittings. Frank S. Barks, pres.; Howard Robinson, secy.; Foster Holmes, gen. sales mgr.; Jack Carmitchea1, sales mgr.; D. K. Howell, pur. agt.; **Det. Mgr.**—J. C. Hurley, 1171 Beaufait. **Adv. Agcy.**—A. R. Mogge, Inc., Chicago, Ill.

(See display advertising index)

LINCOLN MOTOR CO., Detroit. Lincoln and Lincoln-Zephyr cars. Edsel B. Ford, pres., treas.; P. E. Martin, vice-pres.; B. J. Craig, secy.; John Crawford, asst. secy. The following do not have the titles but occupy the executive positions as designated: Frank Johnson, chief engr.; H. R. Crecelius, body designer; J. J. Wharam, engine designer; C. E. Sorensen, prod. mgr.; H. J. Robinson, plant supt.; W. J. Cameron, pub. rel. dir.; E. A. Churchill, traffic mgr.; A. M. Wibel, pur. agt.; W. C. Cowling, gen. sales mgr.; A. S. Hatch, Lincoln sales; R. I. Roberge, exp. sales mgr.; Harry Martin, parts and access. mer. mgr.; Fred Yeager, asst. parts and access. mgr.; Thomas Naubert, mgr. mech. serv.; A. R. Barbier, adv. mgr. **Adv. Agcy.**—N. W. Ayer & Son, Inc., Philadelphia.

LINDE AIR PRODUCTS CO., Unit of Union Carbide and Carbon Corp., 30 E. 42nd st., New York City. Welding and cutting apparatus, acetylene generators, oxygen (in cylinders), acetylene (in cylinders and small tanks), torches and blowpipes, cutting and welding, oxy-acetylene, welding supplies, calcium carbide.

LINDERMAN DEVICES, Inc., 149 Broadway, New York, N. Y. Automobile brakes. B. A. Linderman, pres.; O. M. Johnson, secy. **Adv. Agcy.**—A. F. Denham, Book bldg., Detroit, Mich.

LINK-BELT CO., Gen. Office, 307 N. Michigan ave., Chicago. Indianapolis plant, 519 N. Holmes ave., Indianapolis, Ind. Silent timing chains, roller chains, malleable and steel chains, power transmission equip., conveyors of all types, elevators of all types, sprocket wheels, gears, chain drives, cranes. Alfred Kauffman, pres.; R. W. Yerkes, secy.-treas.; J. S. Watson, vice-pres., sales mgr., Indianapolis, Ind.; H. S. Pierce, chief engr.; F. C. Thompson, pur. agt.; Julius S. Holl, gen. office, Chicago, adv. mgr.; H. Reisner, Indianapolis, manager replacement distribution. **Det Rep.**—L. W. Longan, 5038 Lincdale ave. **Adv. Agcy.**—Behel & Waldie, Chicago, Ill.

LINN MFG. CORP., Morris, Neb. Tractors, snow plows, portable power plants. G. R. Hanks, pres.; O. M. Canter, secy.; H. D. Mills, treas.; Geo. Whitman, gen. mgr.; F. R. Van Rensselaer, sales mgr.; H. H. Linn, chief engr.; B. R. Shields, pur. agt.; F. R. Van Rensselaer, adv. mgr. **Adv. Agcy.**—G. M. Basford Co., New York.

LINN TRAILER CORP., 443 Chestnut st., Oneonta, N. Y. One-wheel and two-wheel utility trailers, semi trailers (5- to 15-ton capacity), Logging trailers. H. H. Linn, pres., pur. agt.; H. W. Naylor, secy.; Marie A. Straw, treas.

LION CHAIN CO., 1301 S. Clinton st., Chicago. Passenger tire chains, truck and bus tire chains, emergency units, chain accessories. John D. Carmody, pres., treas., gen. mgr., sales mgr.; Frederick Ullman, secy. **Adv. Agcy.**—Arthur Mogge, Chicago.

LION PRODUCTS CO., 7 Liberty Sq., Lynn, Mass. Defrosters, windshield (electric), rubberset frames, license plate guards, fender splash blades, windshield wiper arms, windshield wiper, twin wiper attachments. Max Zaiger, sole owner. **Det. Rep.**—George C. Knight, 14900 Rosemont blvd. **Adv. Agcy.** Franklin Advertising Service, 234 Boylston st., Boston, Mass.

LIPE, W. C., Inc., 208 S. Geddes, Syracuse, N. Y. Clutches, gear tooth chamfering machines. H. F. Hodgkins, pres., gen. mgr.; Gould Allen, sales mgr.; E. R. Fish, chief engr.; J. D. Williams, pur. agt. **Det. Rep.**—Gould Allen, 417 Southfield rd., Birmingham, Mich.

LIQUID VENEER CORP., 375 Ellicott st., Buffalo, N. Y. Radiator nevericak, radiator cleaner, auto polish, metal polish, rust preventative, top dressing, basket cement. Oliver Cabana jr., pres.; Oliver F. Cabana, secy., adv. mgr.; C. B. McCollum, treas.; Thomas B. Healy, asst. gen. mgr., pur. agt.; Frank Collins, sales mgr.

LISLE CORP., 807 Main, Clarinda, Ia. Cylinder ridge reamers, connecting rod aligners and valve seat grinders, valve refacers, magnetic drain plugs and cylinder refacers. C. V. Lisle, pres., gen. mgr.; T. E. Brooks, secy., pur. agt.; A. A. Cambre, treas., sales mgr., adv., mgr. **Adv. Agcy.**—Fairall & Co., Des Moines, Ia.

LITTLE GIANT PRODUCTS, Inc., 1530 N. Adams, Peoria, Ill. Six wheelers, frame extensions, hoists (for dumping). M. F. Sunderland, pres., treas., pur. agt.; Walter J. Becker, secy., gen. mgr., sales mgr., adv. mgr; J. M. Kupel, chief engr. **Adv. Agcy.**—Mace Advertising Agency, Peoria, Ill.

LONEY, HARLEY C., CO., 16517 Wisconsin ave., Detroit. Adjustable wheel balance weights, balancing machines, concealed hinges and silent safety door locks. Harley C. Loney, pres., sales mgr.; R. A. Schrock, secy.; W. M. Hume, treas., adv. mgr.; Jas. W. Hume, gen. mgr.; Paul Hatch, chief engr.; Wm. Bassett, pur. agt. **Adv. Agcy.**—Rolf B. Spinning Co., Detroit.

(See display advertising index)

LONG MFG. CO., Div. Borg-Warner Corp., 2769 E. Grand blvd., Detroit, Mich. Radiators, clutches, unit heaters, condensers, air conditioning units. J. L. Drydem, pres. and gen. mgr.; W. F. Burgess, secy.-treas.; L. J. Loranger, sales mgr.; F. B. Herz, chief engr.; G. H. Thomas, pur. agt. **Adv. Agcy.**—F. M. Randall Co., Detroit, Mich.

LORD MFG. CO., 1316 Holland st., Erie, Pa. Shear type rubber engine mounts, bonded rubber joints, spring leaf rubbers. H. C. Lord, pres.; B. M. Hartman, secy.-treas.; Thomas Lord, gen. mgr.; T. L. Yates, sales engr.; J. S. MacArthur, pur. agt. **Det. Rep.**—A. D. Fortier, 504 W. Hudson ave., Royal Oak, Mich.

LUCE MFG. CO., 700 E. South st., Lansing, Mich. Com. bodies and stampings. F. A. Schotters, pres., treas., gen. mgr., sales mgr., adv. mgr.; Carl H. Reynolds, secy.; C. W. Wahl, chief engr.; R. G. Runnels, pur. agt. **Adv. Agcy.**—Oscar F. Jackson, Lansing.

LUDLUM STEEL CO., Watervliet, N. Y. Tool steels, carbon and alloy. H. G. Batcheller, pres., gen. mgr.; N. F. Towner, secy.; Irving J. Morris, treas.; A. F. Dohn, sales mgr.; Knute Leander, chief engr.; L. H. Bittner, Dunkirk, pur. agt.; Frank S. Quick, Watervliet, pur. agt.; C. B. Templeton, adv. mgr. **Det. Rep.**—Harry Askey, 1637 E. Grand blvd. **Adv. Agcy.**—W. B. Remington, Inc., Springfield, Mass.

LYCOMING MFG. CO., Oliver st., Williamsport, Pa. Internal combustion engines, natural gas and gasoline; industrial, marine, truck, passenger; also grey iron castings and production machine work. E. D. Herrick, pres., gen. mgr.; R. S. Pruitt, secy.; H. D. Stuempfle, treas.; L. K. Kanitz, sales mgr.; P. L. Gillan, exec. engr.; W. J. Starr, pur. agt.; P. P. Willis Corp., 105 W. Adams st., Chicago.

LYDON BRICHER MFG. CO., 2500 University ave., St. Paul, Minn. Electric fans for auto defrosters, trailers, homes, camps and cabins. H. D. Bricher, pres., treas., gen. mgr.; L. C. Bricher, secy., sales mgr.; C. A. Schmidt, chief engr. **Det. Rep.**—R. C. Noll, 111 Putnam Detroit, Mich. **Adv. Agcy.**—Mitchell Adv. Agcy., Inc., 301 Essex bldg., Minneapolis, Minn.

LYON, Inc., 197 S. Waterman ave., Detroit. Auto stampings, mouldings and wheel equipment. G. A. Lyon, pres.; B. M. Short, gen. mgr.; C. O. Hohn, sales mgr.; S. D. Bullock, pur. agt.

LYON METAL PRODUCTS, Inc., Aurora, Ill. Open dislay, steel counters, steel racks, steel bins, steel toters, tool benches, shop cabinets, tool. B. L. Waters, pres.; W. B. Brown, secy., treas.; E. D. Power, gen. mgr., sales mgr.; J. B. O'Connor, chief engr.; J. T. Hillenbrand, pur. agt.; L. B. Rhodes, adv. mgr. **Det. Rep.**—W. P. Esser, 1651 Penobscot bldg. **Adv. Agcy.**—Evans Associates, Inc., 225 N. Michigan ave., Chicago.

M

MacDONALD TRUCK & MFG. CO., 757 Folsom st., San Francisco. Low body trucks, dock trucks, trailers and semi-trailers, capstans and winches, commercial tractors, no-back device. Max L. Rosenfeld, pres., treas., gen. mgr.; S. R. Speier, secy.; Wm. W. MacDonald, chief engr.; John R. Pomfret, pur. agt.

MACHINE TOOL & DIE CO., 7060 Chatfield st., Detroit. Designers and manufacturers of tools and dies. Thos. F. Herzog, partner; Stephen L. Barna, partner.

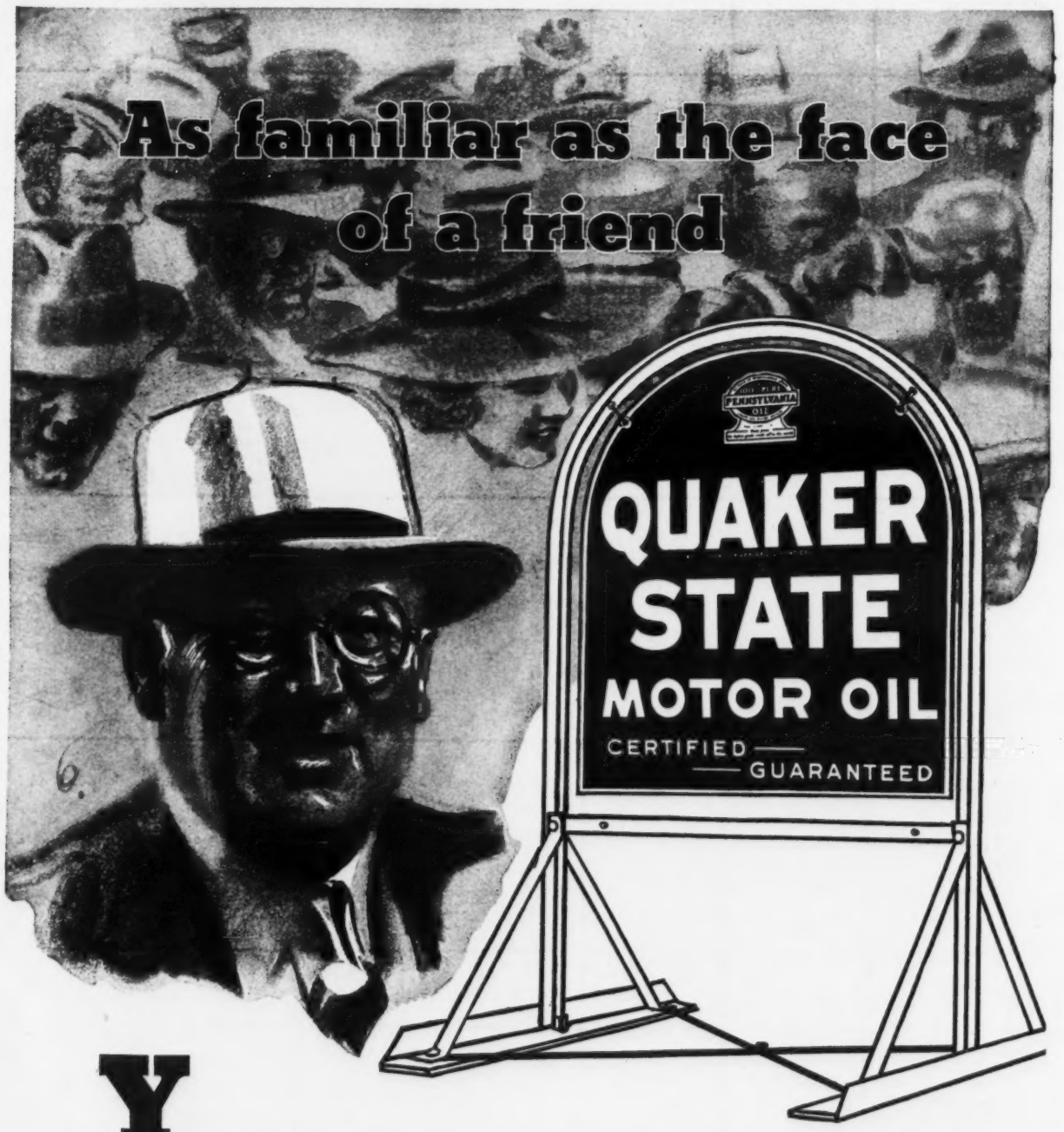
MACKLIN CO., Jackson, Mich. Grinding wheels, cut off wheels, nut inserted discs. T. J. McIntyre, pres.; C. E. Etheridge, secy.-treas.; W. V. Blake, chief engr.; R. B. Howlett, pur. agt., adv. mgr. **Det. Rep.**—N. H. Balz, 2842 W. Grand blvd. **Adv. Agcy.**—Guy C. Core Co., Jackson, Mich.

MACK TRUCKS, Inc., 25 Broadway, New York City. Trucks, tractors, semi-trailers, buses, fire apparatus. A. J. Brosseau, pres.; C. W. Haseltine, secy.-treas.; E. C. Fink, prod. mgr.; W. R. Edson, sales mgr.; E. R. Wills, pur. agt.; M. C. Horine, sales prom. mgr. **Det. Rep.**—C. L. Brosseau, 5133 Grand River ave. **Adv. Agcy.**—McCann-Erickson, Inc., New York, N. Y.

(See display advertising index)

P. R. MALLORY & CO., Inc., 3029 E. Washington st., Indianapolis, Ind. Electrical contacts, tungsten, silver, platinum and special alloys. Resistance welding electrodes, dies and water-cooled holders. P. R. Mallory, pres.; R. J. Sever, secy.; J. E. Cain, treas.; J. A. Weiger, sales mgr.; J. S. Williams, chief engr.; G. C. Mercer, pur. agt.; P. N.

(Continued on Next Page)



You are walking along a crowded street and suddenly see a familiar face. That person instantly becomes the only one you really see.

28 million motor vehicles are on the highways and streets of America today. Each minute thousands pull out of line and stop at a familiar sign. They may not know the dealer but the sign is an old friend.

There is no sign of a petroleum product as well-known as that of Quaker State Motor Oil. Millions of car owners believe in the integrity of the product it represents and the dealer who displays it. Car owners know, by actual experience *in their own cars,* that Quaker State will *"go farther before they need to add a quart."*

Cherish the customer who stops for Quaker State. He represents profit to all departments of your business. Learn, too, how easy it is to convert others to the economy of using the motor oil which has that *"extra quart of lubrication in every gallon."*

Your Quaker State Distributor will gladly give you practical and efficient cooperation.

QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PENNSYLVANIA

Who's Who

(Continued from Previous Page)

Cook, adv. mgr. Det. Rep.—J. D. Tebben, 3449 E. Grand blvd. Adv. Agcy.—Aitkin-Kynett Co., Philadelphia, Pa.

MALLORY ELECTRIC CORP., Cloverdale and Fullerton aves., Detroit. Ignition systems, coils and distributors, carburetion devices. M. Mallory, pres.; J. G. Hodgson, secy.-treas., gen. mgr.; Charles R. Flint, sales mgr.; P. M. Cooper, pur. agt. Adv. Agcy.—Fred M. Randall Co., Detroit.

MALL TOOL CO., 7740 S. Chicago ave., Chicago. Grinders (flexible shaft for auto body and fender repair work), flexible shaft grinders, shaft sanders, shaft polishers. A. W. Mall, pres., gen. mgr., sales mgr.; W. H. Sanders, secy.-treas.; J. W. Innes, pur. agt.; M. Rehnquist, adv. mgr. Det. Rep.—J. H. Hutton, 8508 Gratiot ave.

MANBEE EQUIPMENT CO., Inc., 44 N. Washtenaw ave., Chicago. Steering correction equipment and axle, body and frame straightening equipment. S. W. Martin, pres., treas., gen. mgr., sales mgr., chief engr., adv. mgr.; K. E. Marken, acting secy. Det. Rep.—Arthur J. Gibson, 3791 Blaine ave.

MANLEY MFG., Div. American Chain & Cable Co., Inc., E. Princess and Charles sts., York, Pa. Lifts, compressors, jacks, presses, wrecking cranes and towing equipment, tire inspecting and changing equipment. W. B. Lashar, chairman of board; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; O. R. McDonald, sales mgr.; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. Adv. Agcy.—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

MANLEY PRODUCTS CORP., State and Hay sts., York, Pa. Garage equip. (wrecking cranes, hydraulic presses, car washers, jacks, etc.), motor valves for Ford, Chevrolet and Plymouth cars. Robert E. Manley, pres., gen. mgr., chief engr.; Paul E. Bare, secy.; Chester G. Myers, treas.; Jack Sharp, sales mgr.; William E. Speck, pur. agt. Adv. Agcy.—Norman Pancoast Hewitt, Woodbury, N.J.

MANSFIELD TIRE & RUBBER CO., Mansfield, O. Tires, tubes. G. W. Stephens, pres.; J. E. LaDow, secy.; C. L. Willsey, treas.; J. S. Wainright, gen. sales mgr.; H. F. Webster, sales mgr.; J. A. Nichols, pur. agt.; Carl B. Gibson, adv. mgr.

MAREMONT AUTOMOTIVE PRODUCTS, Inc., 1625 S. Ashland ave., Chicago. Automobile leaf springs, trailer springs, replacement springs, helper springs, truss rods, tire tools. M. D. Maremont, pres.; S. R. Cohen, vice-pres.; L. S. Maremont, treas.; H. E. Wolfson, secy. and sales mgr.; Jerome Comar, pur. agt.; J. F. Bartuska, chief engr.; R. M. Schutz, adv. mgr.

MARION MFG. CORP., Marion, O. Tow bars. C. E. Cox, pres.

MARMON-HERRINGTON CO., Inc., 1001 York st., Indianapolis. All-wheel drive trucks and tractors, including all-wheel drive Ford V-8. A. W. Herrington, pres., chief engr.; D. I. Glossbrenner, secy.-treas.; Bert Dingley, gen. mgr., sales mgr., vice-pres.; D. R. Meo, pur. agt.; Nicholas Moore, adv. mgr. Adv. Agcy.—Moore Adv. Co., Indianapolis.

MARNALL STEEL PRODUCTS, Inc., 501 Fifth ave., New York City. Marnall all-steel pre-fabricated Servitorium unit, one-car unit, one-car units or multiple units. Raymond W. Marshall, pres.; Herman Mugler, jobber sales; C. S. Stevens, major oil company sales; Thomas A. Martin, chief engr. Det. Rep.—W. M. Hamilton, 22612 Beech st., Dearborn, Mich. Adv. Agcy.—Doyle Kitchen & McCormick, 501 Fifth ave., New York City.

MARQUETTE MFG. CO., Inc., 409 Johnson st., N.E., Minneapolis. Jacks, cranes, motor cenalyzers and various garage and service station equipment. H. J. Lange, pres., gen. mgr.; H. S. Petersen, secy.; O. H. Hansen, treas.; G. C. Southerland, sales mgr.; C. M. Akins, chief engr.; R. B. Niles, pur. agt. Det. Rep.—R. L. Corbett, 17369 Kentucky ave. Adv. Agcy.—David Agency, Inc., St. Paul, Minn.

MARSHALL ASBESTOS CORP., P. O. Box 417, Troy, N. Y. Brake linings and gaskets. Furber Marshall, pres.; W. J. Buettner, treas.; C. W. Butterfield, vice-pres.; T. R. Stenberg, chief engr. H. C. Hodson, pur. agt.; R. L. Moore, research dir. Det. Rep.—Frederic Weyburne. Adv. Agcy.—Roche, Williams & Cunnyngham, Inc., Chicago.

MARTIN-PARRY CORP., 1320 W. Market st., York, Pa. Rolled metal shapes. Chrome mouldings. Metal wall board. Metal studding. F. M. Small, pres.; C. Wilber Beitzel, secy.; E. H. Wildasin, treas.; A. P. Buquor, asst. to pres.; H. J. McDevitt, sales mgr.; M. M. Fink, chief engr.; D. E. S. Gotwald, pur. agt.

MARTIN ROCKING FIFTH WHEEL & TRAILER CO., Inc., 265 N. Elm st., Westfield, Mass. Trailers, trailer parts, fifth wheels. C. H. Martin, pres.; A. M. Butzen, secy.-treas., gen. mgr.; A. T. King, sales mgr., adv. mgr.; C. E. Harris, chief engr., pur. agt.

MARTIN & SCHWARTZ, Inc., 2933 Main st., Buffalo, N. Y. Gasoline meter pumps, gasoline pump price signs, gasoline hand pumps. D. J. Nelson, pres., gen. mgr.; Vernon Stover, secy.; C. L. Hyslop, treas.; E. O. Habhegger, sales mgr.; C. P. Pleuthner, chief engr.; F. J. McDonough, pur. agt.; E. O. Habhegger, adv. mgr.

MARVEL CARBURETER CO., Div. of Borg-Warner, Wheeler-Schebler Carbureter Co., 1910 St. John, Flint, Mich. Carbureters and fuel injectors. O. I. Larsen, pres., treas. and gen. mgr.; Matthew Keck, secy.; Don. P. Molony, vice-pres., sales mgr. and adv. mgr.; David Firth, vice-pres. and chief engr.; A. H. Ryan, pur. agt. Det. Rep.—Harry Strohm, 4-128 Gen. Motors bldg. Adv. Agcy.—John L. Wierengo and Staff, Grand Rapids, Mich.

MARVEL TRAILER PARTS CO., 19034 Celestine ave., Detroit. Couplers, windows and metal products, specialties. Carl J. Wagner, pres., sales mgr., Irwin Crego, gen. mgr. Adv. Agcy.—Rolfe C. Spinning, Inc., Detroit.

MASTERBILT COACH TRAILER CO., 3288 Fletcher dr., Los Angeles, Calif. Coach trailers. A. R. Seaton, pres., genl. mgr.; Mrs. Ryan, secy. Adv. Agcy.—Boyd, Los Angeles, Calif.

MATHEWS CONVEYER CO., Ellwood City, Pa. Light, standard and heavy duty roller and wheel conveyers; belt conveyers, live roller conveyers, drag chain conveyers, overhead trolley conveyers, vertical and inclined elevating conveyers, sheet meal spiral and straight chutes. F. E. Moore, pres., gen. mgr.; O. C. Sylvester, vice-pres.; W. L. Dean, secy.-treas., sales mgr.; C. A. Paul, pur. agt.; M. J. Anderson, chief engr.; C. A. Adams, supt.; W. J. Ramsey, adv. mgr. Det. Rep.—Palmer-Bee Co.

MAY, H. B., TRAILER CO., 2052 Texas ave., Shreveport, La. Trailers: pole, heavy duty, garbage, freight, oil field, tourist or camp. H. B. May, pres., gen. mgr., chief engr.; K. M. May, secy.-treas.

McALEER MFG. CO., 2431 Scotten ave., Detroit, Mich. Polishing products, rubbing compounds, buffing compositions, hot water heaters. C. H. McAleer, pres., treas., gen. mgr.; A. H. Regener, secy.; F. A. Weihe, jr., chief engr.; Ernest Hummitch, pur. agt. Det. Rep.—The company, 2431 Scotten ave. Adv. Agcy.—Holden, Graham & Clark, Detroit, Mich.

McCORD RADIATOR & MFG. CO., 2587 E. Grand blvd., Detroit. Copper asbestos, metallic, cork felt gaskets; grease retainers, mufflers, car heaters, radiators, radiator cores, radiator cleaner. A. C. McCord, pres.; L. M. Hamlin, vice-pres., secy.; C. D. Chestnut, vice-pres., treas.; P. L. Barter, vice-pres., sales mgr.; W. G. Hancock, sales mgr.; J. D. Harris, chief engr.; D. Pyke, pur. agt.; E. O. Bodkin, adv. mgr. Adv. Agcy.—C. C. Winningham, Detroit.

McDEVITT CO., GEORGE A., 444 Madison ave., New York City. George A. McDevitt, pres. Det. Rep.—J. F. Spencer, Allan D. McDonald, 445 New Center bldg.

McGILL MFG. CO., Valparaiso, Ind. Ball and roller bearings. James H. McGill, pres.; W. E. Brownell, secy., sales mgr., adv. mgr.; C. S. McGill, treas., gen. mgr.; O. V. Cederberg, chief engr.; T. M. Harrold, pur. agt. Det. Rep.—J. S. Allen, 218 Lexington bldg. Adv. Agcy.—C. A. Jaqua Co., Grand Rapids, Mich.

McINERNEY SPRING & WIRE CO., Grand Rapids, Mich., Passaic, N. J. Cushion springs, spring constructions. J. L. McInerney, pres.; M. L. Keller, secy.-treas.; P. C. Vandevelder, Grand Rapids, E. D. McNally, Passaic; R. E. Ringgenberg, sales mgr.; H. Rose, chief engr.; E. L. Jacobitz, Grand Rapids, E. S. Osborn, Passaic, pur. agts. Det. Rep.—R. E. Ringgenberg, 911 Fisher bldg.

McKAY CO., McKay bldg., 1005 Liberty ave., Pittsburgh, Pa. Tire chains, multigrip tire chains, unit chains, ready repair links, rubber tire chains, steel furniture, complete line of commercial chain. T. J. McKay, pres.; F. A. Bond, vice-pres., secy., sales mgr.; M. R. Peck, vice-pres.; C. E. Briner, pur. agt.; Roy J. Nelson, adv. mgr., asst. sales mgr. Det. Rep.—R. C. Fairlamb, jr., 551 Stephenson bldg., Cass ave. at Grand blvd., Detroit, Mich. Adv. Agcy.—Smith, Hoffman & Smith, Pittsburgh, Pa.

McKINNON INDUSTRIES, St. Catherines, Ont. (Div. of General Motors Corp.) W. A. Wecker, vice-pres., asst. gen. mgr.

McLAREN TRAILERS, 30 W. Green st., Pasadena, Calif. Coach and display trailers. David McLaren, pres. and owner.

McREYNOLDS-LESLIE, Inc., 1234 Mt. Elliott, ave., Detroit. Designers and builders of sheet metal dies and tools. C. S. McReynolds, pres.; E. L. Frazier, secy.-treas.; K. B. Spaulding, vice-pres., sales mgr.

McQUAY-NORRIS MFG. CO., 2320 Cooper st., St. Louis, Mo. Piston rings, pistons, pins, valves, bearings, bolts, bushings, cylinder sleeves, water pumps, water pump parts, compression vacuum tester, tie rod sockets, intermediate rods. W. K. Norris, pres.; H. W. Knapp, secy., dir. of sales; A. G. Drefs, vice-pres., treas.; A. J. Mummert, vice-pres. and chief engr.; C. C. Tapscott, adv. mgr.

(See display advertising index)

MECHANICAL HANDLING SYSTEMS, Inc., 4600 Nancy ave., Detroit. Conveyors, auto transport trailers. W. V. Casgrain, pres.; E. A. Skae, secy.; E. E. Saperston, treas.; C. G. Hurd, sales mgr.; L. J. Bishop, chief engr.

MECHANICS UNIVERSAL JOINT DIV., Borg-Warner Corp., 18th ave., and 8th st., Rockford, Ill. E. C. Traner, pres.; W. B. Gustafson, asst. secy.-treas.; G. C. Gridley, works mgr.; E. B. Anderson, chief engr.; C. M. Johnson, pur. agt. Det. Rep.—R. B. Rolph, 4-128 General Motors bldg.

MERCHANT & EVANS CO., 2035 Wash. ave., Philadelphia, Pa. Clutches, universal joints. Thomas Evans, pres.; C. E. Hanna, secy.-treas.; M. P. Stoney, gen. mgr.; Frank Wilson, sales mgr.; Malcolm Stoney, chief engr.; E. Fiesh, pur. agt.

METAL MOULDINGS CORP., 4559 Wesson ave., Detroit, Mich. Rolled metal mouldings. C. P. Chamberlain, pres., treas., gen. mgr., sales mgr.; G. A. Chamberlin, asst. treas., vice-pres.; E. W. Smith, secy.; J. H. Toner, fact. mgr.; D. C. Shand, pur. agt.

METROPOLITAN BODY CO., Inc., 430 Grand st., Bridgeport, Conn. Motor truck seat cabs, motor truck bodies. Philip Carlson, pres.; William Carlson, secy.-treas., gen. mgr., pur. agt., adv. mgr.; J. Swem, chief engr.

MICHIGAN AUTOMOTIVE TRADE ASSN., 4454 Cass ave., Detroit. Officers: Howard J. Cook, Lansing, pres.; Geo. M. Taylor, Detroit, vice-pres.; Stark Hickey, Detroit, treas. Directors: Sewell H. Platt, Ann Arbor; Jerry DeNooyer, Battle Creek; Wm. Dunlop, Bay City; C. W. Belstle, Benton Harbor; R. W. Slautterback, Benton Harbor; Fred C. Striffler, Caro; Harry Taylor, Coldwater; Walter J. Bemb, Detroit; Don Homer, Detroit; J. M. O'Dea, Detroit; E. C. Roney, Detroit; Wm. Clark, Escanaba; Ed S. Lunt,

(Continued on Page 98)

With the very structure of the steel, from which they are manufactured to microscopic precision, begins the in-built capacity of Hyatt Roller Bearings... Enduring capacity—designed into the bearings by Hyatt engineers and further developed through every stage of production by Hyatt craftsmen.

Whatever their application—in transmissions, rear wheels, drive shafts, differentials, etc., Hyatt Quiet Roller Bearings carry the load smoothly, silently, and efficiently. They help cut costs, minimize wear, and speed up production! Hyatt Bearings Division, General Motors Corp., P. O. Box 476, Newark, N. J.

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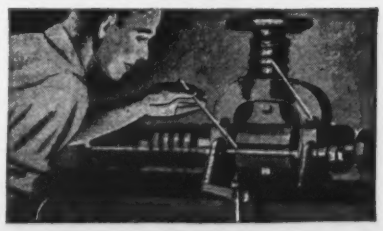
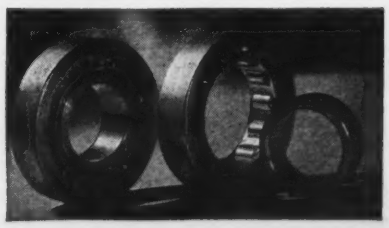




Motor Truck Registrations by States, 1929-1936

(Figures from U. S. Bureau of Public Roads as of December 31st)

States	1929	1930	1931	1932	1933	1934	1935	1936
Alabama	37,832	37,976	33,972	31,575	29,838	34,101	39,300	50,735
Arizona	10,686	12,045	12,633	14,687	14,569	16,791	[4]17,964	20,183
Arkansas	39,732	26,986	31,273	22,989	32,980	35,700	40,343	47,838
California	214,033	230,387	245,213	234,177	220,087	**237,556	253,908	267,451
Colorado	28,501	31,662	32,082	30,357	27,433	27,858	[4]28,430	31,930
Connecticut	50,006	51,196	52,227	51,388	52,564	55,878	63,166	60,058
Delaware	10,232	10,576	*9,991	*8,666	*8,485	9,394	9,692	10,010
Florida	57,293	53,096	51,724	37,955	45,019	55,359	[4]57,199	63,885
Georgia	48,543	47,119	46,264	42,050	51,212	60,262	66,451	72,726
Idaho	13,676	14,551	15,435	14,030	14,884	17,861	21,488	25,852
Illinois	*203,335	207,584	201,509	177,820	*186,186	174,265	185,477	203,098
Indiana	125,349	128,397	129,826	122,019	116,361	122,791	133,656	137,809
Iowa	69,531	72,190	78,414	74,882	69,499	75,350	[4]80,529	83,849
Kansas	*73,694	*83,139	*80,484	*71,778	*72,404	75,565	80,068	87,113
Kentucky	34,132	35,841	34,969	31,621	32,111	37,445	44,083	51,840
Louisiana	46,303	44,697	47,783	41,853	42,007	44,779	[4]59,398	73,628
Maine	36,544	37,435	38,771	36,203	35,271	37,693	38,204	40,948
Maryland	‡38,839	37,832	36,080	41,527	34,728	45,351	49,430	54,398
Massachusetts	98,268	102,918	103,888	102,959	99,854	98,508	104,933	102,630
Michigan	*175,944	*167,158	*152,635	123,273	*121,639	123,405	127,283	138,984
Minnesota	99,696	108,070	108,435	101,650	99,130	103,882	106,102	114,448
Mississippi	32,649	33,651	*30,721	*25,164	32,924	34,115	[4]33,306	43,359
Missouri	*85,443	*91,455	*95,975	*99,265	*103,795	107,709	116,228	127,971
Montana	25,102	25,619	*24,037	*20,521	*27,480	31,087	35,542	39,311
Nebraska	42,280	58,642	59,848	52,294	53,947	56,560	59,330	60,595
Nevada	6,613	6,257	6,950	6,527	5,927	6,391	6,980	7,680
New Hampshire	13,980	19,028	18,671	17,378	19,872	22,382	23,455	24,875
New Jersey	133,373	133,154	133,361	128,604	122,228	123,351	129,891	129,940
New Mexico	2,374	†13,700	15,884	15,020	15,290	16,112	18,620	22,823
New York	341,191	340,749	330,813	313,765	298,508	298,379	[4]306,919	319,192
North Carolina	52,951	56,108	54,575	50,262	49,660	54,766	58,380	69,738
North Dakota	25,954	27,636	26,588	23,590	*25,342	26,315	28,851	29,650
Ohio	206,432	204,270	*191,929	167,492	*158,189	159,845	170,954	172,273
Oklahoma	60,390	59,384	54,585	44,884	65,957	73,928	85,162	90,638
Oregon	21,876	22,437	22,950	34,477	[1]32,208	41,411	43,177	54,599
Pennsylvania	217,408	218,687	219,812	216,334	219,497	215,016	234,564	277,110
Rhode Island	19,999	19,631	19,565	18,416	17,965	18,332	18,928	18,723
South Carolina	25,591	26,261	23,439	19,722	17,795	20,877	29,905	35,167
South Dakota	*22,780	24,977	23,516	19,542	22,764	23,832	26,991	28,216
Tennessee	*32,734	37,823	33,976	31,434	33,848	37,755	42,451	51,387
Texas	182,957	206,757	210,991	191,462	188,676	226,276	257,809	285,977
Utah	17,000	17,869	17,577	16,096	16,348	17,103	18,050	19,397
Vermont	8,559	8,226	8,453	8,309	7,924	[3]8,612	[3]9,133	28,845
Virginia	58,680	57,307	56,633	62,344	56,656	57,268	60,929	65,182
Washington	62,346	63,188	60,082	63,826	62,548	64,321	[4]68,657	79,538
West Virginia	40,173	40,373	39,359	32,916	33,415	27,253	29,949	43,483
Wisconsin	104,055	105,110	113,773	108,047	104,347	120,180	130,685	144,653
Wyoming	8,800	9,922	10,713	9,879	10,643	13,102	[4]14,593	15,474
Dist. of Columbia	15,995	16,943	18,185	18,286	16,742	17,263	18,689	18,397
Totals	**3,379,854**	**3,486,019**	**3,466,571**	**3,229,315**	**3,226,747**	**3,409,335**	**3,685,232**	**4,023,606**

†Big increase due largely to reclassification of trucks previously classified as passenger cars. ‡Includes only trucks and buses weighing over 3,000 lbs.; others included under passengeer cars. 1In 1928, 27,039 commercial cars with pneumatic tires were included under passenger cars, practically all of which were classed as trucks in 1929. 1Includes 11,700 light delivery cars. 2Light delivery trucks with passenger cars. 3Includes buses. 4Buses not included. *Includes buses; other states include buses with passenger cars. **Includes 23,194 contract carriers, freight and passengeer; common carriers, in passenger registrations.

Truck Production by Capacities, 1927-1936

(Compiled by Automobile Manufacturers Assn.)

UNITED STATES AND CANADA

	1928	1929	1930	1931	1932	1933	1934	1935	1936
¾ ton or less	95,232	141,859	144,869	109,220	79,127	98,920	172,089	249,957	316,208
1 ton and less than 1½	313,270	78,786	31,028	4,899	1,618	893	2,341	2,259	9,686
1½ ton and less than 2	112,171	523,691	370,541	289,418	144,113	228,238	376,475	420,597	423,503
2 ton and less than 2½	30,456	28,416	16,477	8,516	7,620	15,866	25,995	28,950	30,637
2½ ton and less than 3½	21,813	33,530	22,887	11,516	6,006	7,728	11,136	10,465	12,309
3½ ton and less than 5	4,746	8,643	6,412	4,532	2,689	2,859	4,752	3,612	4,621
5 ton	2,219	2,384	1,094	906	1,407	580	1,219	16,165	21,413
Over 5 ton and special types	9,076	9,508	6,683	5,169	2,705	3,356	5,390		
Total	**588,983**	**826,817**	**599,991**	**434,176**	**245,285**	**358,440**	**599,397**	**732,005**	**818,377**
¾ ton or less	16.2%	17.1%	24.0%	25.2%	32.3%	27.6%	28.6%	34.1%	38.6%
1 ton and less than 1½	53.2	9.5	5.2	1.1	.6	.2	.4	.3	1.1
1½ ton and less than 2	19.0	63.4	61.7	66.6	58.8	63.7	62.9	57.5	52.0
2 ton and less than 2½	5.2	3.4	2.7	2.0	3.1	4.4	4.3	4.0	3.7
2½ ton and less than 3½	3.7	4.1	3.8	2.7	2.4	2.2	1.9	1.4	1.5
3½ ton and less than 5	.8	1.0	1.0	1.0	1.1	.8	.8	.5	.5
5 ton	.4	.3	.2	.2	.6	.2	.2	2.2	2.6
Over 5 ton and special types	1.5	1.2	1.4	1.2	1.1	.9	.9		
Total	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**1.00.0%**

United States Exports of Passenger Cars and Chassis

Year	Under $850 00 Units	Under $850 00 Value	$850.00-$1200.00 Units	$850.00-$1200.00 Value	$1200.00-$2000.00 Units	$1200.00-$2000.00 Value	Over $2000.00 Units	Over $2000.00 Value	Total Units	Total Value
1936	165,501	$86,788,566	11,758	$11,238,283	1,817	$2,722,621	881	$2,274,784	179,957	$103,024,254
1935	161,535	$81,867,580	8.759	$8,304.968	1,463	$2,224,426	815	$2,113,783	172,572	$94,510,757
% inc'se	2.45	6.01	34.23	35.32	24.19	22.39	8.09	7.61	4.27	9.08

Men Employed on Federal, State Highway Construction

Month	Men Employed on all Federal and Federal-aid Highway Construction* 1934	1935	1936	Total Men Employed on all Federal and State Highway Construction and Maintenance* 1934	1935	1936
July	129,205	335,223	191,041	332,277	549,203	375,442
August	111,211	297,224	178,756	329,813	531,034	382,846
September	115,047	247,880	143,455	337,973	498,151	340,073
October	154,016	210,079	135,660	384,029	450,322	323,374
November	185,860	201,046	118,898	420,069	426,603	290,523
December	174,358	147,101	103,493	362,031	323,700	252,229
January	154,154	96,594	82,731	315,989	240,414	202,884
February	156,814	81,257	70,418	306,090	221,406	200,451
March	144,053	90,999	86,050	296,265	217,539	227,586
April	187,657	123,063	132,834	345,278	282,740	287,478
May	271,972	167,535	193,269	466,504	331,000	374,191
June	336,414	193,263	237,330	545,013	362,339	423,466
TOTAL (man-months)	**2,120,761**	**2,191,264**	**1,673,935**	**4,441,331**	**4,434,451**	**3,680,543**

*No local road or city street employment included in foregoing table.
Data supplied by National Highway Users Conference.

1936 Commercial Car Sales Gains

List of States in Order of Volume

STATE	1936	1936 Pos.	1935	1935 Pos.	Unit Gain	Pct. Gain
Pennsylvania	41,919	1	32,097	3	9,822	30.60
New York	39,159	2	35,805	1	3,354	9.37
Texas	38,903	3	32,437	2	6,466	19.93
California	33,656	4	28,943	4	4,713	16.29
Illinois	31,123	5	23,046	5	8,077	35.04
Ohio	30,028	6	22,772	6	7,256	31.94
Michigan	24,840	7	21,104	7	3,736	17.71
Missouri	20,142	8	16,200	9	3,942	24.33
Indiana	20,027	9	18,009	8	2,018	11.20
New Jersey	16,935	10	13,165	12	3,770	28.63
Wisconsin	16,237	11	13,118	13	3,119	23.77
Massachusetts	15,350	12	14,514	10	836	5.76
Oklahoma	14,737	13	11,768	16	2,969	25.23
North Carolina	14,286	14	13,835	11	451	3.26
Minnesota	14,144	15	12,740	15	1,404	11.02
Alabama	13,187	16	9,925	19	3,262	32.87
Iowa	12,999	17	12,754	14	245	1.92
Georgia	12,941	18	10,887	18	2,054	18.86
Virginia	12,904	19	11,402	17	1,502	13.18
Kansas	11,406	20	9,605	20	1,801	18.75
Tennessee	11,062	21	9,518	21	1,544	16.22
Kentucky	10,870	22	9,089	22	1,781	19.60
Washington	10,666	23	9,076	23	1,590	17.52
Mississippi	10,367	24	6,573	30	3,794	57.72
Louisiana	9,753	25	7,201	27	2,552	35.44
Arkansas	9,485	26	7,383	25	2,102	28.47
Florida	9,412	27	8,274	24	1,138	13.75
West Virginia	9,181	28	6,646	29	2,535	38.14
Colorado	9,060	29	6,086	32	2,974	48.87
Connecticut	8,240	30	7,318	26	922	12.60
Oregon	8,050	31	5,964	33	2,086	34.98
Maryland	7,382	32	6,657	28	725	10.89
Nebraska	6,996	33	6,297	31	699	11.10
South Carolina	6,091	34	5,481	35	610	11.13
Montana	5,930	35	5,939	34	*9	*.15
Maine	5,337	36	4,104	36	1,233	30.04
Idaho	4,939	37	4,004	38	935	23.35
New Mexico	4,545	38	4,058	37	487	12.00
Utah	3,571	39	3,498	39	73	2.09
Arizona	3,510	40	3,126	41	384	12.28
New Hampshire	3,196	41	2,490	44	706	28.35
South Dakota	2,962	42	3,020	42	*58	*1.92
District of Columbia	2,940	43	2,492	43	448	17.98
North Dakota	2,680	44	3,144	40	*464	*14.76
Wyoming	2,661	45	2,206	46	455	20.63
Rhode Island	2,594	46	2,088	47	506	24.23
Vermont	2,308	47	2,394	45	*86	*3.59
Delaware	1,723	48	1,425	48	298	20.91
Nevada	1,210	49	1,006	49	204	20.28
TOTAL	611,644		510,683		100,961	19.77

*Loss

List of States in Order of Percentage of Sales Increases of Commercial Cars

STATE	Pct. Gain	Unit Gain	Gain Pos.	1936	1936 Pos.	1935	1935 Pos.
Mississippi	57.92	3,794	1	10,367	24	6,573	30
Colorado	48.87	2,974	2	9,060	29	6,086	32
West Virginia	38.14	2,535	3	9,181	28	6,646	29
Louisiana	35.44	2,552	4	9,753	25	7,201	27
Illinois	35.04	8,077	5	31,123	5	23,046	5
Oregon	34.98	2,086	6	8,050	31	5,964	33
Alabama	32.87	3,262	7	13,187	16	9,925	19
Ohio	31.94	7,256	8	30,028	6	22,772	6
Pennsylvania	30.60	9,822	9	41,919	1	32,097	3
Maine	30.04	1,233	10	5,337	36	4,104	36
New Jersey	28.63	3,770	11	16,937	10	13,165	12
Arkansas	28.47	2,102	12	9,485	26	7,383	25
New Hampshire	28.35	706	13	3,196	41	2,490	44
Oklahoma	25.23	2,969	14	14,737	13	11,768	16
Missouri	24.33	3,942	15	20,142	8	16,200	9
Rhode Island	24.23	506	16	2,594	46	2,088	47
Wisconsin	23.77	3,119	17	16,237	11	13,118	13
Idaho	23.35	935	18	4,939	37	4,004	38
Delaware	20.91	298	19	1,723	48	1,425	48
Wyoming	20.63	455	20	2,661	45	2,206	46
Nevada	20.28	204	21	1,210	49	1,006	49
Texas	19.93	6,466	22	38,903	3	32,437	2
Kentucky	19.60	1,781	23	10,870	22	9,089	22
Georgia	18.86	2,054	24	12,941	18	10,887	18
Kansas	18.75	1,801	25	11,406	20	9,605	20
District of Columbia	17.98	448	26	2,940	43	2,492	43
Michigan	17.71	3,736	27	24,840	7	21,104	7
Washington	17.52	1,590	28	10,666	23	9,076	23
California	16.29	4,713	29	33,656	4	28,943	4
Tennessee	16.22	1,544	30	11,062	21	9,518	21
Florida	13.75	1,138	31	9,412	27	8,274	24
Virginia	13.18	1,502	32	12,904	19	11,402	17
Connecticut	12.60	922	33	8,240	30	7,318	26
Arizona	12.28	384	34	3,510	40	3,126	41
New Mexico	12.00	487	35	4,545	38	4,058	37
Indiana	11.20	2,018	36	20,027	9	18,009	8
South Carolina	11.13	610	37	6,091	34	5,481	35
Nebraska	11.10	699	38	6,996	33	6,297	31
Minnesota	11.02	1,404	39	14,144	15	12,740	15
Maryland	10.89	725	40	7,382	32	6,657	28
New York	9.37	6,466	41	39,159	2	35,805	1
Massachusetts	5.76	836	42	15,350	12	14,514	10
North Carolina	3.26	451	43	14,286	14	13,835	11
Utah	2.09	73	44	3,571	39	3,498	39
Iowa	1.92	245	45	12,999	17	12,754	14
Montana	.15*	9*	46	5,930	35	5,939	34
South Dakota	1.92*	58*	47	2,962	42	3,020	42
Vermont	3.59*	86*	48	2,308	47	2,394	45
North Dakota	14.76*	464*	49	2,680	44	3,144	40
TOTAL	19.77	100,961		611,644		510,683	

*Loss.

EVERYONE knows the tremendous effect the automobile has had on all our ways of going places and doing things for the past quarter of a century.

● But everyone does not realize what an effect the advent and development of the automobile have had on all our ways of advertising and selling commodities and services. The amazing progress of the automotive industry has reaffirmed the powerful force of advertising; it has inspired practically every industry to create and develop new advertising techniques and selling methods of its own; it has met and conquered one knotty problem after another, including intensive study and selection of advertising media.

● During all this time—since the beginning of the industry—Campbell-Ewald has prepared and placed many millions of dollars' worth of automotive advertising—more, by far, than has any other advertising agency; it has assisted in the development of new advertising techniques and methods by building an organization that for range and variety of services and facilities is unique in the advertising agency business.

● We welcome any opportunity to place before any responsible concern or individual the advantages of Campbell-Ewald's services.

"Advertising Well Directed"

CAMPBELL-EWALD CO.

DETROIT • NEW YORK • WASHINGTON • CHICAGO • LOS ANGELES • SAN FRANCISCO • PORTLAND

Automotive Advertising Expenditures, 1929 to 1936

(Bureau of Advertising, American Newspaper Association)

	Newspapers	Magazines	Radio Network 3	Total Mediums
1936				
Car and truck makers*(12)	$23,375,000	$13,017,740	$4,643,743	$41,036,483
Accessory makers (6)	615,000	1,391,377	314,759	2,321,136
Gasoline and oil (20)	9,995,000	2,458,503	2,742,620	15,196,123
Tire companies (5)	3,365,000	2,650,095	647,254	6,662,349
Total, 43 firms	37,350,000	19,517,715	8,348,376	65,216,091
1935				
Car and truck makers (13)	20,345,000	9,683,867	3,505,154	33,534,021
Accessory makers (8)	1,145,000	1,294,472	377,045	2,816,517
Gasoline and oil (29)	10,065,000	1,839,404	2,836,325	14,740,729
Tire companies (5)	2,960,000	2,063,807	696,801	5,720,608
Total, 55 firms	34,515,000	14,881,550	7,415,325	56,811,875
1934				
Car and truck makers (12)	18,145,000	7,481,272	2,935,805	28,562,077
Accessory makers (3)	540,000	489,571	unlisted	.....
Gasoline and oil (32)	11,940,000	1,514,873	2,454,879	16,450,241
Tire companies (4)	4,190,000	2,270,227	499,092	6,959,319
Total, 53 firms	34,815,000	11,755,943	5,889,776	52,460,719
1933				
Car and truck makers (12)	13,050,000	6,220,867	1,549,215	20,820,082
Accessory makers (3)	375,000	523,196	unlisted	.....
Gasoline and oil (33)	11,275,000	1,165,289	2,802,494	15,242,783
Tire companies (5)	2,950,000	1,929,353	146,118	5,025,471
Total, 46 firms	27,650,000	9,838,705	4,497,827	41,986,532
1932				
Car and truck makers (13)	13,105,000	6,880,628	1,009,565	20,995,193
Accessory makers (3)	215,000	164,784	unlisted	.....
Gasoline and oil (26)	9,620,000	1,590,702	1,761,557	12,972,259
Tire companies (5)	2,410,000	1,812,104	793,266	5,015,370
Total, 47 firms	25,350,000	10,448,218	3,564,388	39,362,606
1931				
Car and truck makers (18)	23,665,000	12,399,910	568,950	36,633,860
Accessory makers (3)	450,000	462,425	unlisted	.....
Gasoline and oil (30)	9,455,000	2,319,508	859,646	12,634,154
Tire companies (7)	2,910,000	2,744,746	430,109	6,084,855
Total, 58 firms	36,480,000	17,926,589	1,858,705	56,265,294
1930				
Car and truck makers (20)	33,760,000	14,651,550	581,944	48,993,494
Accessory makers (7)	860,000	884,750	35,555	1,780,305
Gasoline and oil (33)	12,040,000	3,126,149	895,154	16,061,303
Tire companies (9)	6,060,000	3,250,903	533,479	9,844,382
Total, 69 firms	52,720,000	21,913,352	2,046,132	76,679,484
1929†				
Car and truck makers (21)	37,222,000	16,183,500	539,500	53,945,000
Accessory makers (6)	652,000	283,500	9,500	945,000
Gasoline and oil (31)	9,541,000	4,149,000	140,000	13,830,000
Tire companies (8)	3 278,500	1,424,000	47,500	4,750,000
Total, 66 firms	50,693,500	22,040,000	736,500	73,470,000

*Figures in parentheses indicate number of firms.
†ADN estimates.

● HERE ARE 241,000 NEW 1937 CAR PROSPECTS

Here are Actual Prospects

$193,320,000 Is Worthwhile

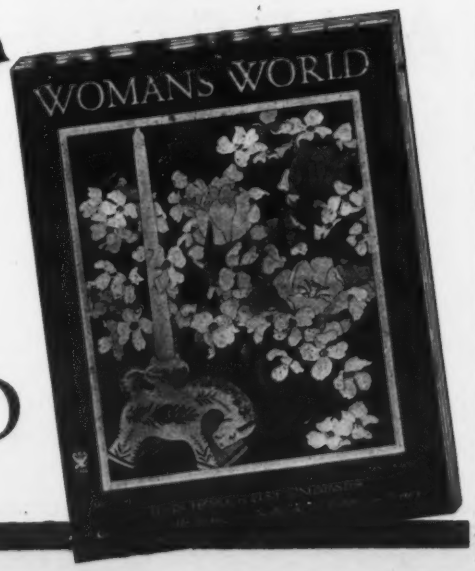
Come and Sell Them--They are Waiting . .

A Magazine That Reaches Your Prospects Most Economically

30,000 subscribers answered a questionnaire printed in the February 1937 issue of Woman's World. The results show that 17.9% of Woman's World subscribers intend to buy a new car this year.

$193,320,000 is a market worth serious thought---yet Woman's World subscribers will spend more than that amount on new cars in 1937. 25% bought new cars in 1936. The Woman's World survey is the largest and most unique of its kind. We can tell you just what cars and how many our readers bought last year. We also have the information as to what new cars they intend to buy in 1937. Let us prove our point! We will welcome an opportunity to discuss this market with you.

There is no magazine doing the same job as Woman's World because Woman's World is designed for one woman only: the country town housewife. It is not intended for the smart suburbanite, the kitchenette apartment newlywed, nor the farm wife.



WOMAN'S WORLD

Who's Who

(Continued from Page 95)

Flint; A. B. Burkholder, Grand Rapids; Willard H. Johnson, Greenville; Fred O. Pinkham, Jackson; L. A. Wright, Jackson; Frank Brophy, Kalamazoo; J. B. Dean, Mason; Harry May, Monroe; O. R. Dickerson, Mt. Clemens; John F. Battle, Mt. Pleasant; Frank E. Hathaway, Muskegon; Herbert Jesson, Muskegon Heights; Enfred Anderson, Norway; Owen McMahon, Petoskey; Barney Habel, Pontiac; Harold J. Allington, Saginaw; Guy S. Garber, Saginaw; A. B. Jacobs, Sault Ste. Marie; Louis S. Schneider, Tecumseh; W. B. Foote, Traverse City; H. W. Schulty, West Branch; A. W. Pardo, Wyandotte; J. H. Thompson, Ypsilanti. S. W. McMichael, secy.

MICHIGAN BUMPER CORP., 740 Ann st., Grand Rapids, Mich. Auto bumpers, die castings, ash trays for cars, auto mufflers, air conditional units, spiral lamps. A. P. Crell, pres.; Cornelius Iberskof, secy. pur. agt.; Arthur Woodhouse, treas.; John M. Crell, gen. mgr., sales mgr.; M. B. Hammond, chief engr.

MICHIGAN STEEL TUBE PRODUCTS CO., 9450 Buffalo blvd., Detroit. Welded steel tubing, fabricated tube products, automobile hand tire pumps, automobile grease guns, beer pumps. Chas. E. Miller, pres., gen. mgr.; E. C. Hobart, secy-treas.; Geo. L. Miller, sales mgr., adv. mgr.; R. O. Berg, chief engr.; F. W. Sexauer, pur. agt. Det. Rep.—Home Office, 9450 Buffalo blvd., and Steel Sales Corp., 4150 St. James.

MICHIGAN TOOL CO., 7171 E. McNichols rd., Detroit, Mich. Cutting tools of all kinds and special machinery. O. Lundell, pres.; O. L. Bard, secy.-treas.; G. L. Sharpe, sales mgr.; J. C. Drader, chief engr.; H. Duffy, pur. agt. Adv. Agcy.—Denham & Co., Detroit.

MICHIGAN WIRE CLOTH CO., 2091 Howard st., Detroit. Wire cloth, wire netting, wire screens, gasoline strainer wire cloth, oil strainer wire cloth. Hugh O'Connor, pres., treas.; C. E. Botsford, secy.

MICROMATIC HONE CORP., 7401 Dubois st., Detroit. Cylinder honing tools. Kirke W. Conner, pres.; A. J. Prentice, secy.-treas., pur. agt.; N. H. Hubbard, sales mgr.; L. S. Marts, sales engr'g. adv. mgr.

MIDLAND STEEL PRODUCTS CO., Madison and W. 105th st., Cleveland, O., 6660 Mt. Elliott ave., Detroit, Mich. Chassis frames, axle housings, power, mechanical and hydraulic brakes, brake shoes, aprons and conduits, stampings, absorption refrigerators and gasoline camp and trailer stoves. E. J. Kulas, pres.; F. H. Ginn, secy.; R. M. Fisher, treas.; Gordon Stoner, gen. mgr., vice-pres.; L. J. Fralick, sales mgr.; Ray Almond, chief engr.; Glenn Purdy, Detroit, Thomas Leonard, Cleveland, pur. agts. Det. Rep.—L. J. Fralick, 6660 Mt. Elliott ave. Adv. Agcy.—Sweeny and James, Cleveland.

MIDWEST ABRASIVE CO., 2189 Beaufait ave., Detroit. Sand paper, emery cloth, grinding wheels, abrasive belts, discs, rolls, cones, sheets, coated abrasives. James T. Jackson, pres., gen. mgr.; Wm. E. Emery, treas.; Louis F. Guetschow, sec.; K. B. Champ, sales mgr.; John T. Boone, chief engr.; J. Kretzschner, pur. agt. Adv. Agcy.—Union Advertising Agency, Detroit.

(See display advertising index)

L. J. MILEY CO., Inc., 1462 S. Michigan ave., Chicago, Ill. Brake lining, brake shoes, clutch facings, transmission lining (Ford), hood lacing, shock absorber webbing, rivets, brake lining machines and parts. M. H. Miley, pres.; W. F. Sommers, secy.; Marshall Steder, treas.; E. G. Jacobs, gen. mgr., sales mgr.; Edw. Jandecek, chief engr.; H. Nolte, pur. agt. Adv. Agcy.—Ross Llewellyn Co., Chicago, Ill.

MILLER ELECTRIC MFG. CO., Inc., 905 N. Meade st., Appleton, Wis. Arc welders. Niels C. Miller, pur. agt., treas., gen. mgr., sales mgr., chief engr.; John Mulder, secy.; R. C. Breth, adv. mgr. Adv. Agcy.—R. C. Breth, Inc., Green Bay, Wis.

MILLER, HENRY STEEL CO., 1164 White st., Winston-Salem, N. C. Steel bins, display tables, decorative panels, metal counter, parts racks, display accessories, steel shelving. Henry A. Miller, pres.; R. J. Ried, secy.; F. M. Miller, treas.; J. J. Hardie, sales mgr.; O. D. Bell, chief engr.

MILLER MFG. CO., 1218 Kaighn ave., Camden, N. J. Welding products. William I. Miller, pres., chief engr., pur. agt.; Lillian K. Carroll, sales mgr.

MILLER TOOL & MFG. CO., 1725 16th st., Detroit. Factory approved special service tools, shoe gauges, brake lining grinder, radiator flush gun, lens removing tool camber, caster and king pin inclination gauge. A. L. Miller, pres., gen. mgr., pur. agt.; W. J. Griffin, secy.; C. P. Scudamore, treas.; E. J. Wright, sales mgr., adv., mgr.; W. Mattison, chief engr. Det. Rep.—H. E. Finn, 1725 16th st.

MILLHOLLAND SALES & MACH. CO., 936 E. Georgia st., Indianapolis, Ind. Turret lathes, tools and fixtures, automatic units and special machines for drilling, tapping, milling and boring. W. K. Millholland, gen. mgr., sales mgr. Det. Rep.—Addy & Luby Machy. Co., 8316 Woodward ave.

MILWAUKEE PUMP & TANK WORKS, Inc., 714 E. Nash st., Milwaukee, Wis. Service station equipment. Chas. D. Ashley, pres., treas., gen. mgr., sales mgr., pur. agt., adv. mgr.; M. P. Kojis, secy.; F. A. Headson, chief engr. Adv. Agcy.—Morrison Advertising, Milwaukee, Wis.

MINNESOTA AUTOMOBILE DEALERS ASSN., 327 Plymouth bldg., Minneapolis. Officers: A. R. Walsh, New Ulm, pres.; H. J. Postler, Rochester, vice-pres.; R. A. Stuntebeck, Wadena, vice-pres.; M. C. Swanby, Duluth, vice-pres.; Neal Van Dorin, Marshall, vice-pres.; Clyde Norton, St. Paul, secy.; R. N. Jones, Minneapolis, treas.; H. M. Wishman, gen. mgr.

MITCHELL SPECIALTY CO., Div. of United Specialities Co., Edmund and Shelmire sts., Holmesburg, Philadelphia, Pa. Ignition locks, door dovetails, metal mouldings, ignition, rear signal and foot dimmer switches, metal stampings (small), screw machine products.

(Continued on page 100)

Only readers make an advertisment

New car advertising may look fine in the proof but only readers make an ad.

And you can circulate your story to the whole wide world but it will work best when it reaches readers whom your dealers can sell.

New car selling is essentially retailing—selling cars one by one to individual consumers in localized markets.

To help your dealer sell more cars, why not do your promotion where he does his—in the newspaper—the mainstay of retailers?

Newspaper advertising fits a localized market. It reaches every possible prospect for the dealer because everybody reads the newspaper. It influences the purchase of more advertised goods than any other form of sales promotion.

Localized advertising in Chicago —a good market for sales—works hardest for you and your Chicago dealers when it appears in the Chicago Tribune.

Through the Tribune alone you can reach practically as many metropolitan Chicago families as can be reached through any two other Chicago newspapers combined. Only the Tribune has majority coverage of all the families in the city and suburbs.

The Tribune's full-market circulation packs more sales power because it penetrates all buying classes —regardless of age, income or social status.

Tribune readers comprise the largest newspaper audience in the Central States. No manufacturer has yet saturated this market's buying capacity. Its potential continues to offer fresh and expanding opportunity to aggressive effort.

The cost of developing increased volume in this market through localized Tribune advertising is low. Per hundred thousand circulation, Tribune rates are among the lowest of all publications in America. Per sales return, they are the lowest in Chicago.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

TRIBUNE TOWER, CHICAGO
220 E. 42ND STREET, NEW YORK
5-167 GENERAL MOTORS BUILDING, DETROIT

Who's Who

(*Continued from Page 98*)

E. K. Williams, pres., gen. mgr.; M. D. Harrison, secy.; G. Brill, treas.; E. A. Berger, mgr. specialty sales and service, adv. mgr.; C. W. Moore, chief engr.; J. C. Pickel, pur. agt. **Det. Rep.**—R. J. Schaffer, 411 Curtis bldg., Detroit.

MOCCASIN BUSHING CO., 2000 Chestnut st., Chattanooga, Tenn. Bushings: bronze; castings; brass and bronze bars, bronze cored and solid. J. L. Burr, pres., treas.; P. W. Marceau, secy., chief engr.

MODERN EQUIPMENT CORP., Defiance, O. Electric automobile lifts, air compressors. H. E. Collin, pres.; H. C. Laughlin, secy.; C. M. Wertz, treas.; M. H. Pendergast, gen. mgr., pur. agt.; W. C. Allen, adv. mgr., sales mgr.; J. F Carter, chief engr. **Det. Rep.**—W. F. Beckley 308 Stormfeltz-Loveley bldg.

MODINE MFG. CO., Racine, Wis. Truck radiators, automobile radiators, engine cooling radiators, car heaters (hot water). A. B. Modine, pres.; W. C. Winkel, secy.-treas.; M. S. Potter, gen. mgr.; W. J. Burns jr., sales mgr.; C. T. Perkins, chief engr.; G. H. Jackson, pur. agt.; M. J. Douse, sales pro. **Adv. Agcy.**—Cramer-Krasselt Co., Milwaukee, Wis.

MOHAWK RUBBER CO., of N. Y., Inc., Akron, O. (Sales Co.) Mohawk Rubber Co. (Mfg.), 1235 Second ave., Akron, O. Tires, tubes, tire repair materials and accessories. R. E. Bloch, pres., treas.; J. T. Stubbs, secy.; J. A. Christie, fcty. mgr.; C. A. Dwyer, sales mgr.; C. D. Bucher, pur. agt.; J. R. Brock, adv. mgr.

MOLINE BODY CO., 222 52nd st., Moline, Ill. Screw drivers, farm and livestock truck bodies, trailers and custom built truck bodies. R. L. Shorcraft, gen. mgr.; C. B. Bacon, pur. agt.

MOLTRUP STEEL PRODUCTS CO., Beaver Falls, Pa. Cold drawn steel, machine rack, machine keys, foundry plates and etching plates. J. F. Moltrup, pres. and gen. mgr.; J. A. Phillips, secy. and treas.; T. B. Moltrup, asst. secy. and treas.; F. F. Ward, sales mgr. and vice-pres.; H. Zuberbuhler, asst. sales mgr.; Paul Hetzler, engr.; W. B. Braden, pur. agt.

MONARCH GOVERNOR CO., 1832 W. Bethune ave., Detroit. Engine governors. J. D. Anderson, pres.; David Elder, secy.-treas.; J. D. Anderson jr., gen. mgr.; D. H. Millard, sales mgr.; J. S. Jennings jr., chief engr.; R. A. Uhle, pur. agt.; N. W. Eveleth, adv. mgr. **Det. Rep.**—Auto Electric & Service Corp., 90 Selden ave. **Adv. Agcy.**—Chas. E. Morley Co., Detroit.

MONARCH INSULATED WIRE CORP., 491 Broadway, New York City. Replacement parts for starting, lighting and ignition. Monarch valve insides. Ned Morris, pres., sales mgr.; Harry A. Morris, secy.-treas., gen. mgr., pur. agt., adv. mgr.; I. Lezebnick, chief engr.

MONARCH TOOL & MACHINERY CO., 4450 Fifth ave., Chicago. Gasoline and radiator caps, truck and passenger car mirrors, grease guns, spray guns (paint), sun visors. W. F. Clark, pres., gen. mgr.

MONARCH TOW BAR CO., 12801 Kercheval ave., Detroit. Towing bars. John P. Fleming, pres., gen. mgr.; Wm. Walter, secy.-treas.

MONMOUTH PRODUCTS CO., 221 E. 131st st., Cleveland. Clutch plates and clutch parts, steering knuckle bolts and bushings, motor bearings, electric generator and starter bushings, stampings, hardened and ground parts, clutch rebuilding machines. E. L. Davis, pres., gen. mgr.; Carl Schuler, secy.; C. G. Wood, treas., sales mgr., chief engr., adv. mgr.; S. G. Waite, pur. agt. **Det. Rep.**—T. B. McLaughlin, 13618 Santa Rosa drive.

MONO-WHEEL TRAILER CO., 411 S. Fort st., Detroit. Single wheel utility and camping trailers. A. Charles Bishoff, pres., treas.; Leah C. Bishoff, secy.

MONROE ACME CO., 2104 S. Kedzie, Detroit, Mich. Rear view mirrors. B. M. Hearne, pres.; H. A. Quinn, secy.-treas.

MONROE AUTO EQUIPMENT CO., E. First st., Monroe, Mich. Hydraulic shock absorbers, tire pumps, stampings, body sound-proofing material, stabilizers, bumper jacks. C. S. McIntyre, pres., treas., gen. mgr.; W. D. McIntyre, secy., adv. mgr.; B. D. McIntyre, sales mgr.; A. Boor, chief engr.; G. J. Henrich, pur. agt.

MONTANA MOTOR TRADES ASSN., Conrad Bank bldg., P. O. Box 1058, Great Falls, Mont. Officers: H. O. Bell, Missoula, pres.; H. G. O'Rourke, Helena, first vice-pres.; R. E. Mulvaney, Billings, 2nd vice-pres. Directors: H. O. Bell, Missoula; M. F. Gould, Glasgow; E. R. Roehl, Lewistown; D. L. Suhr, Great Falls; H. G. O'Rourke, Helena; Claude W. Dowen, Havre; L. K. Pence, Bozeman; E. C. Owen, Miles City; R. E. Mulvaney, Billings; John Sherman, Kalispell; A. C. Torgerson, Anaconda.

MORAINE PRODUCTS CO., Div. General Motors Corp., 339 E. First st., Dayton, O Bearings and bushings. J. H. Davis, pres., gen. mgr.; E. S. Patch, vice-pres., sales-mgr.; L. L. Lohman, asst. treas.; R. Hamburger, pur. agt.; R. P. Kolhring, chief engr.; J. B. Merton, adv. mgr. **Det. Rep.**—E. S. Patch, Wardell Apt. Hotel.

MORELAND MOTOR TRUCK CO., 923 E. San Fernando rd., Burbank, Calif. Trucks and parts, trailers. Watt L. Moreland, pres., gen. mgr., adv. mgr.; C. W. Creighton, secy.-treas.; E. S. Jones, sales mgr.; John Wiggers, chief engr.; J. L. Wells, pur. agt. **Adv. Agcy.**—H. W. Cutler Co., Los Angeles, Calif.

MORGAN INDUSTRIAL PRODUCTS CO., 412-416 Morgan ave., Brooklyn, N. Y. Cork, cork sheets, cork gaskets, battery water, distilled water. Wm. E. Warner, pres.; Vincent A Scuderi, chief engr.

MORSE CHAIN CO., 7601 Central ave., Detroit. Chains (silent and roller), sprocket gears (silent and roller), couplings, accessory drive, line shaft, propeller shaft, universal joint; reduction gears, marine; transfer drives, marine; clutches, free wheeling. D. B. Perry, pres.; N. K. ManOsdol, secy.; C. J. Kenerson, treas., gen. mgr.; F. M. Hawley, sales mgr., adv. mgr., Detroit; W. W. Bertram, sales mgr., adv. mgr., Ithaca, N. Y.; Alfred Moorhouse, chief engr.; F. H. Blickwede, pur. agt., Detroit; R. W. Appleton, pur. agt., Ithaca, N. Y. **Det. Plant**—F. M. Hawley, mgr., 7601 Central ave. **Adv. Agcy.**—Fred M. Randall Co., Detroit.

MORTELL, J. W., CO., Kankakee, Ill. Paints, varnishes, asphalt deadening material, adhesives. J. W. Mortell, jr., pres., sales mgr.; J. L. Mortell, vice-pres.; E. E. Mortell, secy.-treas. **Det. Rep.**—George Hooper, Fisher bldg.

MOTOR & EQUIPMENT MANUFACTURERS ASSN., 250 W. 57th st., at Broadway, New York. Officers: Fred G. Wacker, Automotive Maintenance Machinery Co., N. Chicago, Ill., pres.; B. G. Close, King Quality Products Co., St. Louis, Mo., vice-pres.; C. H. Cuno, Cuno Engineering Corp., Meriden, Conn., secy.; C. P. Brewster, K-D Mfg. Co., Lancaster, Pa., treas. Directors: B. G. Close, King Quality Products Co., St. Louis, Mo.; C. F. Conn, Trico Products Corp., Buffalo, N. Y.; C. H. Cuno, Cuno Engineering Corp., Meriden, Conn.; W. P. Ferris, Blackhawk Mfg. Co., Milwaukee, Wis.; Gordon Groth, Simmons Mfg. Co., Cleveland, O.; Malcolm McCormick, Walker Mfg. Co., Racine, Wis.; H. L. Sharlock, Bendix Aviation Corp., South Bend, Ind.; G. W. Sherin, E. I. duPont deNemours & Co., Wilmington, Del.; J. M. Spangler, National Carbon Co., New York, N. Y; R. L. Smith, Pyrene Mfg. Co., Newark, N. J.; J. A. Tumbler, J. A. Tumbler Laboratories, Baltimore, Md.; F. G. Wacker, Automotive Maintenance Machinery Co., North Chicago, Ill. Executive Staff: A. H. Eichholz, gen. mgr.; T. I. Evans, comptroller; A. H. Fagan, mgr. credit dept.; H. B. Ramey, Field rep.; J. R. Anderson, Detroit field rep.

MOTOR & EQUIPMENT WHOLESALERS ASSN., 400 W. Madison st., Chicago, Ill. Officers: W. F. Wilkerson, The Wyoming Automotive Co., 500 E. Yellowstone, Casper, Wyo., pres.; G. N. Lockridge, Kansas City Automobile Supply Co., Kansas City, Mo., vice-pres.; S. O. Treland, Grimm-Hansen-Treland, Inc., 2610 S. Michigan ave., Chicago, Ill., secy.; A. W. Kleinschmit, Automobile Equipment Co., 623 E. Congress st., Detroit, treas.; B. W. Ruark, gen. mgr.; W. C. M. Lawrie, asst. gen. mgr.; C. D. McKim, parts dis. mgr. Directors: H. D. Vestal, R. C. Sparks, A. A. Swank, K. R. Crookham, H. R. Rosen, R. T. Clapp, P. J. Watson, E. O. Hunting, G. W. Huston, G. E. Johnson, H. Miller.

MOTOR MASTER PRODUCTS CORP., 1601 S. Michigan blvd., Chicago. Spark plugs. P. D. Jackson, pres.; O. F. Jester, sales mgr.; Ross Jarman, chief engr. **Det. Rep.**—J. H. Clements, Wolverine Hotel. **Adv. Agcy.**—Ford Brown and Matthews, Chicago.

MOTORS METAL MFG. CO., 5936 Milford st., Detroit. Sheet metal stampings. Robert R. McMath, pres.; Nelson C. Johnson, secy.-treas.; Steve J. Menzel, vice-pres., gen. mgr.; Ferris B. Fick, sales mgr., adv. mgr.; Vincent Corrado, chief engr.; B. R. Schofield, pur. agt.

MOTOR PRODUCTS CORP., 11801 Mack ave., Detroit. Windshields, metal mouldings, graining processes. A. L. Lott, pres., gen. mgr.; M. L. Brown, vice-pres., secy.; E. T. Ashman, treas.; E. M. Fitzgerald, sales mgr.; L. A. Fill, chief engr.; W. V. Helmel, 1st vice-pres.

MOTOR SUIT MFG. CO., 906 Central st., Kansas City, Mo. One-piece coverall suits, shop coats with lettered adv. on back and front. H. Godchaux, pres., treas., gen. mgr., sales mgr.; H. M. Moy, secy., pur. agt.

MOTOR TRUCK ASSOCIATION OF CONNECTICUT, Inc, 410 Asylum st., Hartford, Conn. Officers: Louis A. Johns, New Haven, pres.; Edward G. Mooney, Hartford, vice-pres.; Herbert A. Sillence, Hartford, treas.; Myles W Illinsworth, Hartford, exec. secy.

MOTOR WHEEL CORP. Saginaw st., Lansing, Mich. Demountable steel, wood, wire wheels; forged wheels for trucks, buses, trailers, etc.; industrial stampings, brake drums. H. F. Harper, pres., gen. mgr.; C. C. Carlton, secy.; D. L. Porter, vice-pres., treas.; C. S. Holden, vice-pres. in charge of sales; J. Harold Hunt, vice-pres. in charge of engr.; C. C. Richardson, pur. agt.; H. E. Powell, service sales; K. G. Egeler, adv. mgr. **Det. Rep.**—F. Reinn.

M-R-C BEARINGS SERVICE CO., 403 Chandler st., Jamestown, N. Y. Ball bearings. A. C. Davis, pres.; J. H. Walters, secy.-treas.; J. H. Thorsell, sales mgr.; C. A. Berg, pur. agt.; A. A. McGowan, adv. mgr. **Det. Rep.**—R. J. Cosgrove, 5046 Cass ave.

MUELLER BRASS CO., 1925 Lapeer ave., Port Huron, Mich. Brass, bronze, copper forgings, copper pipe and fittings, screw machine products, brass rod, seamless copper tube. F. L. Riggin, pres., gen. mgr., W. W. Edmondson, sec. and treas., L. E. Strasburg, sales mgr., Wm. Tielking, chief engr., H. F. Lewis, pur. agt.; J. R. Wightman, adv. mgr., **Det. Rep.**—Hunter-Wilkie Co., 2842 W. Grand blvd. **Adv. Agcy.**—Brooke, Smith & French, Detroit, Mich.

MULLINS MFG. CORP., Trailer Div., 605 S. Ellsworth st., Salem, O. All-steel utility trailer. Charles C. Gibson, pres.; Andrew MacLeod, secy.-treas.; R. F. White, gen. mgr.; Paul F. Brophy, sales mgr.; J. P. Price, vice-pres., in chge. prod., chief engr.; G. R. Gibson, vice-pres., in chge. pur., pur. agt.; G. F. Keyes, vice-pres., in chge. sales. **Det. Rep.**—V. Shipway, 806 Hilldale dr., Royal Oak, Mich. **Adv. Agcy.**—Grace & Bement, Inc., Detroit.

MULTIBESTOS CO., Cambridge, Mass. Multibestos woven and moulded brake linings and clutch facings, tailored sets, multiduty lining, busduty lining. Bradley Dewey, pres.; Charles Almy jr., exec. vice-pres.; M. T. Rogers, vice-pres., gen. sales mgr.; H. S. Ferguson, treas.; A. B. Secor, pur. agt.; S. L. McMordie, chief engr.; R. J. Gray, adv. mgr. **Det. Rep.**—E. W. Howard, 443 E. Fort st. **Adv. Agcy.**—Badger Browning, Inc., 75 Federal st., Boston, Mass.

MUNICIPAL SUPPLY CO., South Bend, Ind. Street flushers, street sprinklers, traffic line markers. D. O. Paulson, pres., C. F. Greenburg, secy.; A. H. Thielens, treas.

MURPHY VARNISH CO., 224 McWhorter st., Newark, N. J. Primers, surfaces, glazers, opalescent lacquers, blending lacquers, spraying lacquers, synthetic enamels, varnishes.

(*Continued on page 102*)

Figures recently released by the U. S. Department of Commerce covering per capita sales of automobiles in New England during 1935 place Hartford far in the lead over all other New England cities.

HARTFORD, CONN.	$58
Providence, R. I.	53
New Haven, Conn.	51
Springfield, Mass.	47
Worcester, Mass.	44
Bridgeport, Conn.	40
Lynn, Mass.	38
Boston, Mass.	37
New Bedford, Mass.	35
Lowell, Mass.	27
Fall River, Mass.	23

Significant, too, are the figures for 1936 and 1937. Car sales during 1936 exceeded those of 1935 by over 33%, and during the first four months of 1937 they have increased 34% over the same period in 1936.

Hartford is indeed "automotive minded" and the manufacturer of cars, trucks, accessories, tires, gasoline and oil who cultivates this wealthy market with well planned advertising will unquestionably reap rich rewards.

The Hartford Times

CONNECTICUT'S GREATEST NEWSPAPER

So That Our Children May Ride in Safety

Directed toward greater safety for children riding bicycles on the highways the Bicycle Safety campaign sponsored by The Hartford Times is already showing tangible results.

In cooperation with the schools, the police, public-spirited citizens and the Connecticut legislature, the spotlight of publicity is being directed to existing dangerous conditions.

Safety classes in the schools—daily inspection of bicycles—safety pledges — attractive buttons as awards for properly equipped bicycles are all helping to make the highways safer for cyclists and educating children and motorists to be cautious.

Already more than 2,000 bicycles have been inspected and many rejected as unsafe.

Buying begins above the eyebrows

Before a man buys new tires, or a new car, or a fleet of cars, he does a lot of thinking, figuring, planning. In the customer's head—that's where sales begin.

Automotive facts which get into his early thinking start him on the road to buying.

Sure entrée to the heads of Best Customers, Best Prospects, is advertising in TIME. TIME has the means of getting facts into heads. And TIME-readers have the kind of heads that facts can get into.

Your automotive facts go straight from TIME's advertising columns into the heads of Best Customers, stick with them, go to market when they buy.

TIME CARRIES WEIGHT

Passenger Cars—Expenditures in 35 Leading Magazines—1934-1936

Reprinted from "Leading Advertisers"—Copyright by Curtis Publishing Co.

	1934	1935	1936
Auburn-Cord	$ 134,645	$ 112,195	$ 46,975
Buick	314,534	461,137	568,428
Cadillac-LaSalle	171,345	303,990	445,954
Chevrolet	743,453	742,643	755,253
Chrysler	345,940	330,780	399,355
De Soto	144,690	232,205	229,918
Dodge	500,055	644,033	754,471
Ford-Lincoln	431,296	678,490	1,114,609
Graham	33,760	58,360	48,280
Hudson-Terraplane	203,445	494,450	558,728
Hupp	135,015	31,050	.....
Nash-Lafayette	357,910	633,505	501,294
Oldsmobile	236,358	474,398	773,396
Packard	247,166	493,345	607,394
Pierce-Arrow	86,190	44,749	20,945
Plymouth	922,230	974,514	1,212,031
Pontiac	274,257	511,838	507,200
Reo	102,665	56,190	55,540
Studebaker	495,623	281,745	471,650
Willys-Overland	.....	.....	.....
	$5,880,577	$7,559,617	$9,071,421

Who's Who

(*Continued from page* 100)

Charles J. Roh, pres., adv. mgr.; Zachariah Belcher, secy.; Fred Praegner, treas.; Harold W. Lay, gen. mgr.; Elmer F. Hopper, sales mgr.; J. Sterner, chief engr.; T. I. Savage, pur. agt.; E. H. Samson, asst. adv. mgr. Adv. Agcy.—John O. Powers Co., 220 E. 42nd st., New York City.

MURRAY CORP. OF AMERICA, 7700 Russell, Detroit, Mich. Automobile bodies, stampings, frames, fenders, stainless steel sinks, cushion springs, cotton batts and miscellaneous chassis stampings. C. W. Avery, pres.; C. David Widman, secy.-treas.; H. W. Wurster, asst. secy.-treas.; L. C. Hill, mfg. mgr.; Chas. H. Widman, vice-pres., chg. sales.; Otto F. Graebner, chief engr.; J. W. McFarland, pur. agt.

MUSKEGON PISTON RING CO., Sixth and Alpha sts., Muskegon, Mich. Finished piston rings, piston ring castings. T. E. McFall, pres.; Lou Keller, secy.; G. W. Lundeen, treas.; J. R. Johnson, vice-pres., gen. mgr., Muskegon div.; H. G. Vaughan, vice-pres., gen. mgr., Sparta div.; G. L. Sundberg, chief engr.; M. D. Stanley, pur. agt. Det. Rep.—W. W. Rogers and J. E. Butz, 521 New Center bldg.

MYERS, F. E., & BRO. CO., Ashland, O. Auto washers, garage door hangers. J. C. Myers, pres.; F. B. Kellogg, secy.-treas.; G. D. Myers, sales mgr.; E. A. McDowell, pur. agt.; E. F. Brubaker, adv. mgr. Adv. Agcy.—Mumm, Romer, Robbins & Pearson, Inc., Columbus, O.

N

NACTO CLEANER CORP., 2171 Madison ave., New York. Fabric cleaner, tar remover, automobile body polish, rug and upholstery cleaner. J. E. Kelly, pres., pur. agt.

NAPOLEON PRODUCTS CO., 410 Filmore, Napoleon, O. Automatic and hand screw machine products. G. M. Small, pres., treas., pur. agt., gen. mgr., sales mgr., adv. mgr.; E. G. Davies, secy.; H. F. Sauber, chief engr.

NASH-KELVINATOR CORP., Kenosha, Wis. Nash motors div.: Ambassador eight series, ambassador six series, Nash LaFayette "400" series. C. W. Nash, chmn.; G. W. Mason, pres.; H. G. Perkins, vice-pres.; C. H. Bliss, vice-pres., sales, Nash Motors div.; H. W. Burritt, vice-pres., sales, Kelvinator div.; N. E. Wahlberg, vice-pres., engrg., Nash Motors div.; R. B. Elliott, vice-pres., prod., Nash Motors div.; H. E. Long, vice-pres., pur., Nash Motors div.; H. A. Lewis, treas.; H. J. Mellum, secy.; G. H. Eddy, asst. treas.; G. V. Egan, asst. secy., asst. treas.; W. R. Crosett, compt.; L. J. Holly, asst. compt.; J. J. Timpy, asst. compt. Det. Rep.—Nash Detroit Co., 5036 Woodward ave. Adv. Agcy.—Geyer, Cornell & Newell, Inc., New York.

NASH MOTORS CO., 57th st. and 25th ave., Kenosha, Wis. Passenger cars. C. W. Nash, chairmn. of bd.; E. H. McCarty, pres.; C. H. Bliss, vice-pres., dir. of sales; R. B. Elliott, vice-pres. in chge of mfg.; H. E. Long, vice-pres. in chge. of pur.; N. E. Wahlberg, vice-pres. in chge of engr.; Meade Moore, chief engr.; Courtney Johnson, sales mgr.; C. N. Roby, east. sales mgr.; O. L. Arnold, west. sales mgr.; S. J. Case, south. sales mgr.; M. N. Larson, Pac. Coast sales mgr.; F. R. Babcock, adv. mgr.; E. J. Reeser, sales prom. mgr.; H. M. Salisbury, exp. sales mgr.; L. L. Virgil, serv. mgr.; G. F. Gieselmann, asst. serv. mgr.; A. Parr, traffic mgr.; D. M. Averill, whs. mgr.; H. J. Mellum, secy.; G. H. Eddy, treas. Det. Rep.—Nash Detroit Co., 5036 Woodward ave., Adv. Agcy.—J. Walter Thompson Co., Chicago.

(See display advertising index)

NATIONAL ACME CO., 170 E. 131st st., Cleveland, O. Automatic screw machines, chucking machines, single spindle automatic screw machines, interchange die heads, automatic taps, centrifugal separators and clarifiers, contact work, screw machine products, cap and set screws, studs and nuts. F. H. Chapin, pres.; G. J. Steinbicker, secy.-treas.; W. R. Mitchell, vice-pres., gen. mgr.; A. E. Henn, sales mgr.; A. E. Driesner, chief engr.; R. J. Gosling, pur. agt. Det. Rep.—S. E. Casson, 2826 E. Grand blvd. Adv. Agcy.—Griswold Eshelman Co., Cleveland, O.

Thompson, sales mgr. (domestic); C. W. Green, chief mgr.; H. D. Hussey, pur. agt.; George Haig, dir. of adv.; R. H. L. Becker, adv. mgr. Det. Rep.—E. L. Blake, 124 W. Jefferson ave. Adv. Agcy.—N. W. Ayer & Son, Inc., Philadelphia, Pa.

NATIONAL ALUMINUM CO., Racine, Wis. Step plates, accelerator pedals, match plates, pattern plates, town name plates. L. E. Wolff, pres.; A. H. Wolff, gen. mgr., pur. agt.

NATIONAL ASSOCIATION OF MOTOR BUS OPERATORS, 831 Tower bldg., Washington, D. C. Officers: Arthur M. Hill, Charleston, W. Va., pres.; E. W. Wakelee, Newark, N. J., vice-pres.; E. D. Merrill, Washington, D. C., treas.; John M. Meighan, Washington, D. C., secy.-mgr.

NATIONAL ASSOCIATION OF SALES FINANCE COMPANIES, 300 N. Michigan ave., Chicago. Officers: Glenn B. Ryman, Atlanta, pres.; A. D. Weller, Rochester, L. M. Seiver, Philadelphia, Clarence L. Landen, Omaha, vice-pres.; P. E. Allen, Terre Haute, treas.; John R. Walker, Chicago, exec. vice-pres.; Milan V. Ayres, Chicago, secy.-analyst. Directors: P. E. Allen, Terre Haute, Ind., pres., Allen & Steen Acceptance Co.; G. A. Ames, New York City, General Motors Acceptance Corp.; C. R. Arbaugh, Pittsburgh, vice-pres., Insurance Premium Finance Co.; R. P. Babcock, New York City, pres., Seaboard Commercial Corp.; George F. Benkhart, New York City, vice-pres., General Motors Acceptance Corp.; Victor L. Brown, Milwaukee, pres., Motors Acceptance Co.; Horace K. Corbin, Newark, N. J., pres., Motors Finance Corp.; T. E. Courtney, De Kalb, Ill., pres., Northern Illinois Finance Corp.; Donald L. Davis, Williamsport, Pa., pres., Lycoming Finance Co.; John E. Davis, Columbus, O., pres., National Guarantee & Finance Co.; A. O. Dietz, New York City, pres., Commercial Investment Trust, Inc.; S. R. Featherson, Wichita Falls, vice-pres., B-F Finance Corp.; J. U. Hausam, Hutchinson, Kans., treas., The American Finance Co.; Daniel W. Hinckley, New Bedford, treas., New Bedford Acceptance Corp.; Clarence L. Landen, Omaha, vice-pres., Securities Investment Corp.; William W. McCarthy, Boston, vice-pres., Devonshire Financial Service Corp.; W. B. McGregor, Manchester, N. H., treas., New Hampshire Finance Corp.; Clarence C. Miller, Buffalo, pres.; National Corp.; Jasques Mossler, New Orleans, prop., Mossler Acceptance Co.; J. B. Perlee, Duluth, Minn., vice-pres., Merchants Discount Corp.; E. C. Polk, Hattisburg, Miss., secy.-treas., Federal Credit Co.; Glenn B. Ryman, Atlanta, Ga., pres., American Discount Co.; L. M. Seiver, Philadelphia, pres., Automobile Banking Corp.; H. Mayo Shugart, Richmond, vice-pres., Morris Plan Bank of Virginia; Lee G. Sims, Fort Smith, Ark., secy., Peoples Loan and Investment Co.; A. D. Weller, Rochester, N. Y., pres., Credit Acceptance Corp. Canada: J. H. Ranahan, Montreal, Industrial Acceptance Corp., Ltd.

NATIONAL AUTOMOBILE DEALERS ASSN., St. Louis, Mo. Officers: E. M. Lied, Greenlease-Lied Motors Co., Farnam at 28th, Omaha, Neb., pres.; Stanley Horner, 1015 14th st., N. W., Washington, D. C., 1st vice-pres.; S. H. Bowyer, Adams and 4th, Phoenix, Ariz., 2nd vice-pres.; L. M. Stewart, L. M. Stewart, Inc., 3228 Locust st., St. Louis, Mo., treas.; Herman G. Wangelin, 500 E. Main st., Belleville, Ill., secy.

NATIONAL BATTERY CO., 1728 Roblyn ave., St. Paul, Minn. Storage batteries. A. H. Daggett, pres.; E. H. Church, secy.; E. F. Cary, treas.; H. King, sales mgr.; C. G. Rentz, chief engr.; B. T. Rabuse, pur. agt.; C. L. Clark, adv. mgr. Det. Rep.—B. E. Bales, 3005 Chicago ave. Adv. Agcy.—Batten, Barton, Durstine & Osborn, Minneapolis, Minn.

NATIONAL CARBON CO., Inc., 30 E. 42nd st., New York. Anti freeze, rust preventatives, dry cell batteries, flashlights, radiator cleaner, replacement lamp bulbs. P. P. Huffard, pres.; H. S. Schott, vice pres. in charge of sales; J. M. Spangler, gen. sales mgr.; H. M. Warren, adv. mgr. Adv. Agcy.—J. M. Mathes, New York City.

NATIONAL CASH REGISTER CO., Dayton, O. Cash registers, typewriting-bookkeeping machines, posting machines, bank-bookkeeping machines, check-writing and signing machines, analysis machines, postage meter machines, correct posture chairs. E. A. Deeds, pres.; E. M. Kuhns, secy.; G. R. Lohnes, treas.; S. C. Allyn, gen. mgr.; L. H.

NATIONAL HIGHWAY USERS CONFERENCE, National Press bldg., Washington, D. C. Officers: Alfred P. Sloan jr., pres. General Motors Corp., chrmn.; Thos. P. Henry, pres. American Automobile Assn., vice-chrmn.; L. J. Taber, master, The National Grange, secy.-treas. Advisory Committee: Axtell J. Byles, pres. American Petroleum Institute; Willard T. Chevalier, vice-pres. McGraw-Hill Publishing Co.; E. H. Everson, pres. National Farmers' Union;

(*Continued on page* 104)

AMERICA'S NO. 1★ AUTOMOTIVE MARKET

IT IS ONE THING to *feel* that you are right. It is quite another thing to have someone else...a total stranger...*prove* that you are right.

For years we have said that Better Homes & Gardens was naturally geared to the automotive market; that it was the automobile (and nothing else) that enabled men with more-than-average earning power to move out to the residential and suburban districts...where their wives and children could revel in trees, shrubs, flowers, gardens.

Now comes R. L. Polk & Company, with a market study covering 17 leading national magazines in 18 representative cities, and proves that Better Homes & Gardens *tops them all* in *both* home and automobile ownership.

So what? Just this: Better Homes & Gardens rates top place in the thinking of every automotive manufacturer and dealer. Here are 1,500,000 families who own their own homes; whose mode of living demands a motor; to whom the big question is not "Shall we buy?" but "Which shall we buy?" Meredith Publishing Company, Des Moines.

★1st IN AUTOMOBILE OWNERSHIP . . .

The latest Polk Survey, covering 17 leading national magazines in 18 representative cities, proves Better Homes & Gardens tops them all . . . not only in home ownership but in automobile ownership. After all, the two go together!

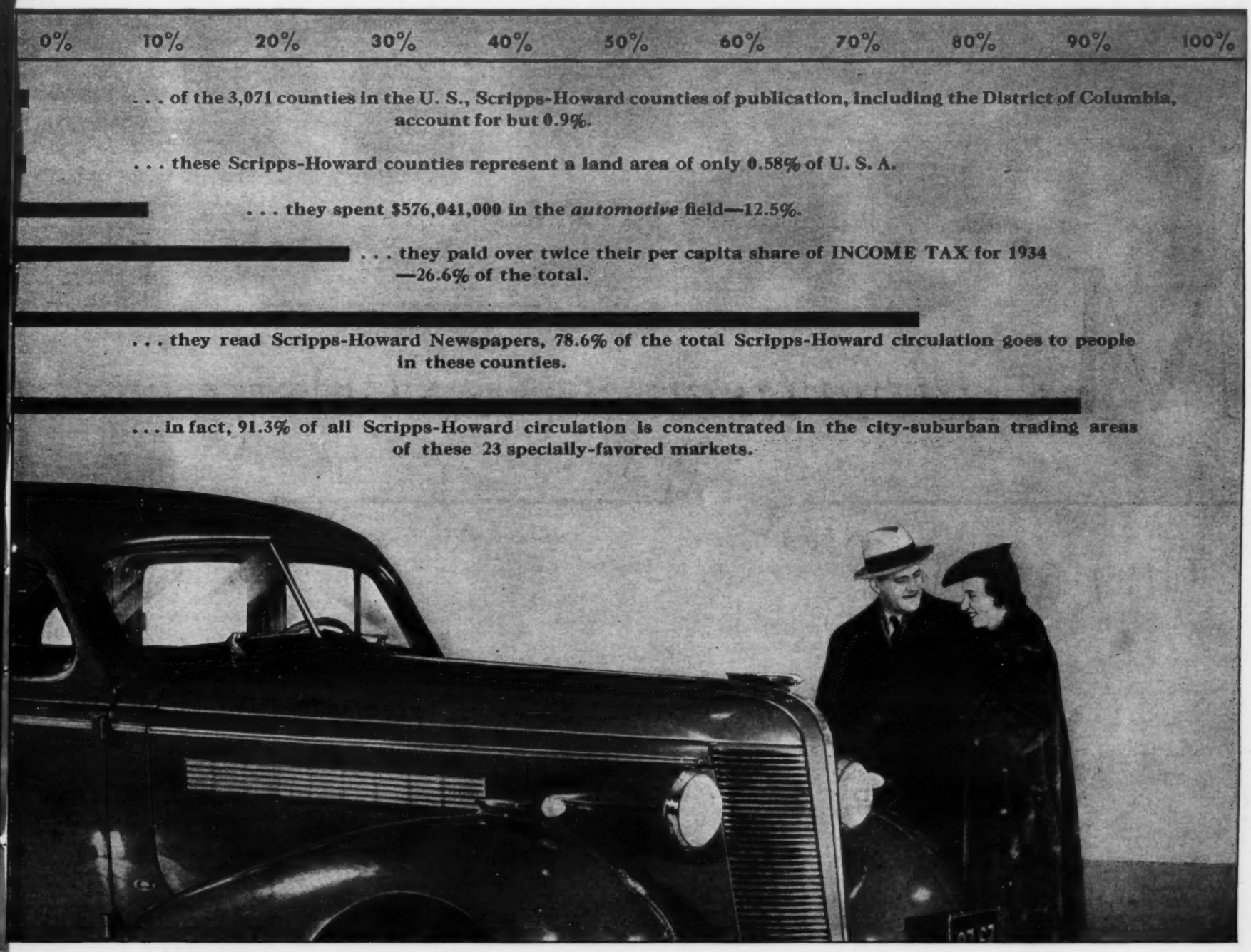
BETTER HOMES & GARDENS

1,500,000 FAMILIES

AMERICA'S MASS-CLASS HOME MARKET

When less than 1% of the nation's counties do 12.5% of its automotive sales

...that's a PLUS market



Figures are retail sales for 1935. Counties are one per city of publication, excepting New York World-Telegram (5) and Kentucky Post (2)

CONCENTRATING your sales and advertising efforts in *selected* markets is the key to *profitable* management these days. For buying power, like people, isn't spread evenly over the country. It's massed and profitable in certain counties, thin and often unprofitable in the majority.

Even disregarding the debatable boundaries of "retail trading zones," the 27 counties and the District of Columbia where Scripps-Howard Newspapers are published offer a PLUS-PROFIT market to automotive advertisers. A market, as the chart shows, where buying power is concentrated and where your selling power, too, is concentrated when you use Scripps-Howard Newspapers.

SCRIPPS • HOWARD
NEWSPAPERS

MEMBERS OF THE UNITED PRESS . . . OF THE AUDIT BUREAU OF CIRCULATIONS...AND OF MEDIA RECORDS, INC.

NEW YORK *World-Telegram*
CLEVELAND . . . . *Press*
PITTSBURGH . . . . *Press*
SAN FRANCISCO . *News*
BUFFALO . . . . . *Times*
INDIANAPOLIS . . *Times*
CINCINNATI . . . . *Post*
KENTUCKY POST *Covington edition of Cincinnati Post*
DENVER . . . *News*
TOLEDO . . *News-Bee*
COLUMBUS . *Citizen*
AKRON . *Times-Press*
BIRMINGHAM . . . *Post*
MEMPHIS . *Press-Scimitar*
MEMPHIS *Commercial-Appeal*
HOUSTON . . . . . *Press*
WASHINGTON . *News*
FORT WORTH . *Press*
OKLAHOMA CITY *News*
ALBUQUERQUE *Tribune*
KNOXVILLE *News-Sentinel*
EL PASO . . *Herald-Post*
SAN DIEGO . . . . *Sun*
EVANSVILLE . . . *Press*

NATIONAL ADVERTISING DEPARTMENT, 230 PARK AVENUE, NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT • LOS ANGELES • ATLANTA • PHILADELPHIA • DALLAS

Who's Who

(*Continued from page* 102)

Arthur M. Hill, pres. National Assn. of Motor Bus Operators; R. J. O'Hare, chrmn Transportation Committee, International Assn. of Milk Dealers; Emory Rice, American Baker's Assn.; Herbert P. Sheets, pres National Retailers Council; A. L. Viles, pres. Rubber Mfrs. Assn., Inc.; William B. Warner, pres. The National Publishers Assn., Inc.; Alfred P. Sloan jr., pres. General Motors Corp.; Thos. P. Henry, pres. American Automobile Assn.; L. J. Tabor, master, The National Grange. Roy F. Britton, dir.; Jay H. Williams, asst. dir.

NATIONAL MACHINE & TOOL CO., 801 S. Water st., Jackson, Mich. Garage tools, axle shafts, propellor shafts. J. E. Dowley, pres., gen.mgr., pur. agt.; A. L. Dowley, sec.-treas.; L. C. Greene, sales mgr.; W. E. Smith, chief engr.; L. D. Cantine, adv. mgr.

NATIONAL MALLEABLE & STEEL CASTINGS CO., 10600 Quincy ave., Cleveland. Malleable, steel and alloy castings for automotive industry. Henry F. Pope, chmn. of bd.; Carl C. Gibbs, pres.; W. G. Kranz, vice-pres.; J. A. Slater, vice-pres.; Charles H. McCrea, Cleveland sales mgr.; H. I. Hiatt, Chicago sales mgr.; A. L. McColloum, Indianapolis sales mgr. W. L. Woody, Cleveland wks. mgr.; J. O. Houze, Chicago wks. mgr.; S. C. Wasson, Indianapolis wks. mgr. **Det. Rep.**—Charles H. McCrea, from Cleveland.

NATIONAL MOTOR BEARING CO., Inc., 1100 78th ave., Oakland, Calif. Oil and fluid seals, laminated shims. A. S. Johnson, pres.; L. A. Johnson, sec.-treas., gen. mgr.; Harry L. MacMillan, sales mgr., adv. mgr.; Ezra Mosher, chief engr.; R. H. Evans, pur. agt.; **Det. Rep.**—Harold H. Klein, 477 Seldon ave. **Adv. Agcy.**—McCarty Co., Los Angeles, Cal.

NATIONAL PNEUMATIC CO., New Brunswick ave., Rahway, N. J. Door control systems for buses. P. B. Forman, pres., gen. mgr.; Frank Johnson, secy.-treas.; O. A. Broten, sales mgr.; J. R. Newkirk, chief engr.; D. A. Talbot, pur. agt.; A. P. Schendorf, adv. mgr.

NATIONAL PUMPS CORP., 3274 Beekman st., Cincinnati, O. Gasoline filling station pumps and other filling station equipment. G. F. Mattman, pres., treas.; D. B. Hoffman, secy.; A. F. Gahr, sales mgr.; R. A. Barr, pur. agt. **Det. Rep.**—O. C. White, 5745 W. Warren ave.

NATIONAL STANDARD PARTS ASSN., 1420 United Artists bldg., Bagley ave., Detroit. Officers: J. P. Muller, Forth Worth Wheel & Rim Co., Forth Worth, Tex., pres.; L. F. Hunderup, Van Norman Machine Tool Co., Springfield, Mass., sr. vice-pres. Executive Committee: J. P. Muller, chrmn., Fort Worth Wheel & Rim Co., Fort Worth, Tex.; L. F. Hunderup, vice-chrmn., Van Norman Machine Tool Co., Springfield, Mass.; V. C. Hossellman, Siferd-Hossellman Co., Lima, O.; J. Fischer, Auto Parts & Gear Co., Chicago, Ill.; W. H. Richardson, Timken Roller Bearing Service & Sales Co., Canton, O. Headquarters Staff: E. P. Chalfont, exec. vice-pres.; H. N. Nigg, secy. wholesaler's div.; R. W. Procter, secy. manufacturers' div.; H. J. Moore, mgr. of publicity; J. L. Wiggins, field secy.; H. A. Aubinger, field secy.; A. J. Fugita, records dept.

NATIONAL TRAILER CO., Sabine st., Huntington, Ind., Coach trailers. Milo Miller, pres., gen. mgr., pur. agt.; E. G. Mann, sales mgr.; Daniel Singer, chief eng.

NATIONAL TWIST DRILL & TOOL CO., 6532 Brush st., Detroit, Mich. Twist drills, reamers, milling cutters, hobs, special tools. H. L. McGregor, pres. and gen. mgr.; A. B. Hulsapple, secy.; A. H. Mueckler, treas.; E. J. Chamberlain, sales mgr.; C. J. Oxford, chief engr. and adv. mgr.; W. G. Base, pur. agt.

NATIONAL USED CAR MARKET REPORT, Inc., 1315 S. Michigan ave., Chicago. Used car market reports, House Trailer Guide. J. R. Histed, pres.; W. E. Butler, secy.-treas.; George A. Leukhart, gen. mgr.; James M. Eadie, chief statistician.

NEWHALL CHAIN FORGE & IRON CO., Westwood, N. J. Sling chains, crane chains, chain hooks, block chains, repair links, forgings. Harry C. Brown, pres.; H. H. Brown, secy.

NEW DEPARTURE, Division General Motors Corp., Bristol, Conn. Ball bearings, variable speed transmission. F. G. Hughes, gen. mgr.; L. G. Sigourney, sales mgr.; T. C. D. Crow, chief engr.; J. A. Ashwell, pur. agt.; C. B. Beckwith, adv. mgr. **Det. Rep.**—F. W. Marschner, G. M. C. bldg. **Adv. Agcy.**—Lord & Thomas.

(See display advertising index)

NEW HAMPSHIRE TRUCK OWNERS' ASSN., 795 Elm st., Manchester, N. H. Officers: Vernice W. Law, Law & Ingham Transportation Co., Inc., Nashua, N. H., pres.; Benj. H. Beard, Live Stock Transport, Suncook, N. H., vice-pres.; Roy B. Stewart, R. B. Stewart Trucking Co., Manchester, N. H., treas.; Everett J. Graves, Manchester, N. H., secy. Directors: Henry P. Welch, H. P. Welch Motor Transportation, Manchester, N. H.; Joseph Foster, Foster Beef Co., Manchester, N. H.; Jack Schwartz, Leather & Paper Mill Supplies, Manchester, N. H.; James C. Peterson, Peterson's Motor Express, Inc., Rochester, N. H.; Joseph E. Faltin, J. E. Faltin Motor Transportation, Manchester, N. H.; Clark P. Jones, Jones Express, Manchester, N. H.; Martin A. Melanson, M. & E. Transportation Co., Inc., Dover, N. H.; George Dearborn, Dearborn's Motor Express, Exeter, N. H.; Alme V. Plante, Robert's Express, Inc., Manchester, N. H.; Victor N. Mitchell, Mitchell's Motor Express, Hampton, N. H.; Romeo Lavigne, Lavigne's Red Wing Express, Berlin, N. H.; William T. Cudhea, W. T. Cudhea Trucking Co., Nashua, N. H. Associate Directors: Frank Willey, Willey's Express, Laconia, N. H.; A. H. Shute, Concord Trucking Co., Concord, N. H.; C. J. Lewis, Lewis Express, Littleton, N. H.; W. H. Trumbull, Hanover, N. H.

NEW HAVEN CLOCK CO., New Haven, Conn. Automobile clocks. R. H. Whitehead, pres.; E. Stevens and W. E. Chamberlain, vice-pres.; P. H. English, secy.-treas.; F. L. Bradley, asst. secy.; F. Neumann, asst. treas., pur. agt.; R. H. Chirgwin, sales mgr. (automobile clock div.), adv. mgr.; W. Porter, chief engr. **Det. Rep.**—Getsinger & Fox.

(See display advertising index)

NEW JERSEY ZINC CO., 160 Front st., New York City. Slab zinc, rolled zinc, zinc alloys, zinc pigments. J. E. Hayes, pres.; R. G. Hudson, secy.; H. W. Adalt, treas.; M. L. Havey, sales mgr.; W. J. Lee, pur. agt.; R. Davison, adv. mgr.

NEW PROCESS GEAR CORP., 500 Plum st., Syracuse, N. Y. Differential ring gears and pinions, cases and internal parts, transmission gears, complete transmissions, differential carrier assemblies, steering gear worms and sectors. A. A. Henninger, pres., gen. mgr.; A. E. Woonton, secy.-treas.; H. S. Thurner, vice-pres., sales mgr., adv. mgr.; L. A. Saunders, pur. agt. **Det. Rep.**—R. T. Mitchell, 603 New Center bldg., Detroit.

NEWTON STEEL CO., 3100 E. 45th st., Cleveland. Steel sheets. E. F. Clark, chmn. of bd.; D. B. Gillies, pres.; H. E. Robinson, sales mgr.; F. J. Laskey, pur. agt.; R. M. Fenton, chief engr. **Det. Rep.**—C. A. Poxson, 1610 Fisher bldg.

NEW YORK LUBRICATING OIL CO., 116 Broad st., New York. Motor oil. Jas V. Inerson, pres., treas.; O. C. Weber, secy.; J. J. London,, vice-pres., sales mgr.; Miss E. J. Steins, pur. agt. **Adv. Agcy.**—H. B. Lewis, New York.

NICE BALL BEARING CO., 30th and Nicetown Lane, Philadelphia. Ball bearings, wheels, sheaves and casters. Budd G. Nice, pres.; B. F. Mechling, exec. vice-pres.; S. C. Melhorn, treas.; J. L. McMichael, secy., pur. agt.; Geo. Carleton jr., sales mgr.; F. Russell Smith, chief engr. **Det. Rep.**—Wm. S. Turner, 742 New Center bldg.

NICHOLSON UNIVERSAL STEAMSHIP CO., 1465 W. Jefferson ave., Detroit. Transportation of automobiles and merchandise. F. L. Hewitt, New York City, pres.; W. H. Clements, secy.-treas.; P. G. Findlay, vice-pres., gen. mgr.; F. J. Parker, vice-pres., traffic; T. H. Parker, traffic mgr.; J. F. Diskin, gen. frgt. agt.; C. W. Benham, gen. op. mgr.; G. D. McKay, asst. to vice-pres., gen. mgr.

NIEHOFF, C. E. & CO., 230 W. Superior st., Chicago. Automotive electrical replacement parts, coils, condensers, ignition parts. C. E. Niehoff, pres., gen. mgr., sales mgr.; M. A. Niehoff, secy.-treas.; E. R. Grant, chief engr.; L. M. Schmidt, pur. agt.; Carl Sanders, adv. mgr. **Det. Rep.**—Fred Geyer. **Adv. Agcy.**—A. C. MacMullan, 165 E. Ontario st., Chicago.

NOBLITT-SPARKS INDUSTRIES, Inc., Columbus, Ind. Hot water heaters, electric heaters, home radios, car radios. O. G. Noblitt, pres.; F. E. Daniel, secy., pur. agt.; F. H. Sparks, treas.; G. W. Thompson, sales mgr., adv. mgr.; E. C. Booth, chief engr. **Det. Rep.**—E. L. Baker, 5155 N. Capitol ave., Indianapolis, Ind. **Adv. Agcy.**—Sidener, Van Riper & Keeling, Inc., Circle Tower bldg., Indianapolis.

NORMA-HOFFMANN BEARINGS CORP., Stamford, Conn. Precision ball, roller and thrust bearings. W. M. Nones, pres., treas.; O. P. Wilson, vice-pres.; H. J. Ritter, secy., sales mgr.; G. R. Bott, chief engr.; D. E. Batesole, asst. chief engr.; C. A. Wattson, pur. agt. **Det. Rep.**—M. B. Hawxhurst, 3308 Eaton Tower, Detroit. **Adv. Agcy.**—L. I. Wightman, 309 State st., New London, Conn.

(See display advertising index)

NORTHERN ENGINEERING WORKS, 210 Chene st., Detroit. Overhead traveling cranes, electric hoists, air hoists. W. W. Peattie, pres., gen. mgr.; R. C. Zens, secy.-treas.; C. L. Davis, chief engr.; A. C. Nugent, pur. agt.

NORTON CO., Worcester, Mass. Grinding wheels and machines, refractory and laboratory ware, non-slip floors, pulpstones, abrasive grain. H. K. Clark, sales mgr.; Marcus White, pur. agt.; C. W. Daniels, chief engr.; A. B. Fritts, adv. mgr. **Det. Rep.**—Norton Co., 5805 Lincoln ave.

NORWALK TIRE & RUBBER CO., Norwalk, Conn. Tires, tubes, batteries, fan belts, radiator hose. J. W. Whitehead, pres., sales mgr.; H. C. Miller, secy.; W. K. Valentine, treas., pur. agt.; A. A. Hall, mgr. battery and accessory div., H. Schmidt, chief engr.; J. V. Worth, mgr. retread div.

(*Continued on Page* 106)

Expenditures in National Magazines 1934-1935-1936

"Leading Advertisers" presents the 1936 advertising record of companies which placed $20,000 or more in 35 leading national publications. Although only the companies spending $20,000 or more are listed individually, the class totals include expenditures of all companies.

Reprinted from "Leading Advertisers"—Copyright by Curtis Publishing Co.

	Passenger Cars	Trucks	Tires	Automotive Utilities	Miscellaneous	Total Automotive 35 Magazines
1936	$9,071,421	$1,442,945	$2,125,019	$7,534,507	$458,842	$20,632,734
1935	7,570,412	1,137,604	1,669,876	6 079,756	318,081	16,775,729
1934	5,890,093	905,027	1,836,754	5,682,544	546,965	14,861,383

Mr. advertiser

GIVE YOUR SPACE DIET A CHANGE!

... do you follow the crowd and advertise your product in well known weekly "A"—monthly "B"? Splendid media, both of them—but why not try something different? In brief—try The American Legion Monthly!

Here is a vast buying market of nearly a million men and their families—all readers of the one magazine edited to their known interests. A spending family market of 3,000,000 active consumers. And *most important*—this live market can be tapped at *one* point—The American Legion Monthly.

LEGION COVERAGE		NATIONAL COVERAGE
72.8%	of Legionnaires own automobiles	58.0%
86.0%	of Legionnaires own radios	69.4%
41.5%	of Legionnaires own automatic refrigerators	29.3%
52.2%	of Legionnaires own their homes	48.6%
69.2%	of Legionnaires own telephones	60.0%

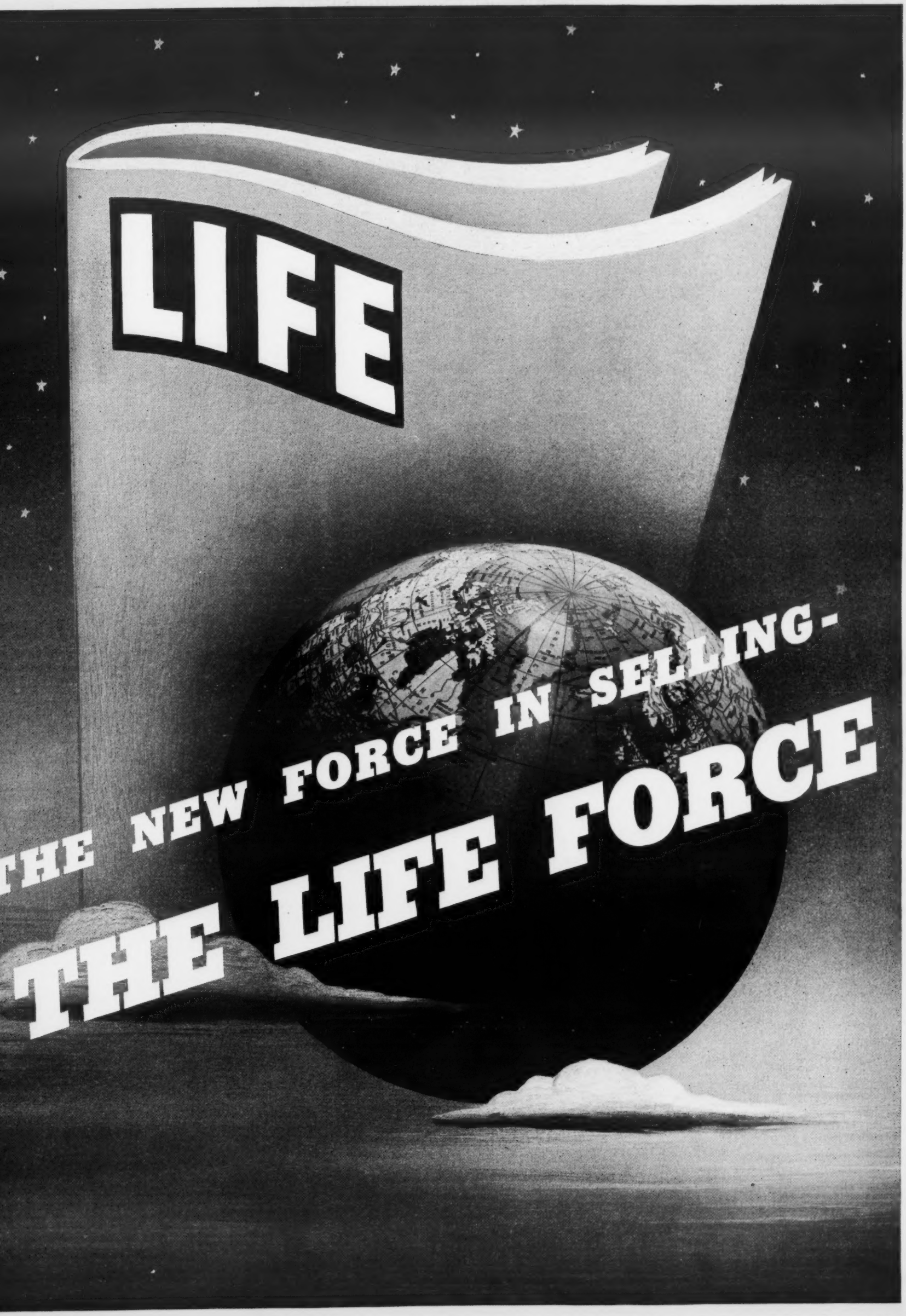
Reach these 3,000,000 active buyers at the one *sure* point of contact. Play the *long* side of a golden sales triangle—a man, his family, and *their* magazine.

AND THE COST

1 Page Black and White ($1.73 per M)	$1600
1 Page 4 Colors (2nd or 3rd cover)	2300
1 Page plus 1 added color	1900

The American LEGION *Monthly*

CHICAGO: 307 N. MICHIGAN AVE. · NEW YORK: 9 ROCKEFELLER PLAZA · DETROIT: GENERAL MOTORS BLDG.


LIFE
THE NEW FORCE IN SELLING-
THE LIFE FORCE

Passenger Car Registrations by States, 1928-1936

(Figures supplied by U. S. Bureau of Public Roads as of December 31st)

STATES	1928	1929	1930	1931	1932	1933	**1934	**1935	**1936
Alabama	235,026	247,701	239,170	212,493	194,271	176,523	190,971	203,376	246,557
Arizona	86,036	98,327	98,480	92,939	80,248	74,927	79,795	††85,158	94,473
Arkansas	181,280	193,396	193,218	149,456	113,594	155,262	162,062	167,086	169,389
California	1,582,477	1,760,308	1,810,969	1,798,068	1,740,755	1,738,720	1,768,699	1,897,593	2,060,533
Colorado	260,906	274,988	276,847	276,376	255,854	239,058	246,373	††256,148	284,120
Connecticut	261,091	278,057	279,830	302,594	270,192	262,187	301,002	312,671	338,196
Delaware	41,195	44,728	45,533	*45,211	*43,675	*42,614	44,776	46,868	49,619
Florida	296,691	288,684	274,705	271,536	248,066	234,246	277,489	††299,045	323,022
Georgia	277,881	310,362	294,461	274,576	245,666	278,935	316,731	327,645	337,391
Idaho	96,960	104,398	104,526	96,228	82,009	81,371	90,926	96,778	107,060
Illinois	*1,314,003	*1,411,753	1,430,676	1,411,261	1,311,327	*1,276,864	1,281,976	††1,340,340	1,456,652
Indiana	706,713	741,366	747,366	732,846	675,107	653,710	679,582	716,994	766,284
Iowa	672,447	714,919	706,196	670,024	608,023	562,802	590,873	††618,487	644,253
Kansas	471,897	*507,529	*511,384	*478,692	*433,006	*445,583	452,855	473,038	490,793
Kentucky	272,636	298,716	295,161	292,357	259,688	262,436	294,268	303,593	320,138
Louisiana	223,445	234,565	230,586	215,267	197,024	190,681	198,885	††209,426	228,361
Maine	139,460	147,962	148,722	149,467	135,221	132,902	141,185	142,961	150,454
Maryland	275,221	281,034	283,870	289,292	280,579	278,546	286,638	296,148	323,115
Massachusetts	637,153	719,436	743,288	736,302	698,358	689,934	682,750	680,157	709,256
Michigan	*1,084,615	*1,219,158	*1,161,051	*1,078,345	*1,012,951	*955,570	1,025,548	1,112,148	1,234,692
Minnesota	583,789	630,703	624,902	611,966	581,303	580,113	593,584	620,891	668,915
Mississippi	214,754	217,362	203,443	*152,929	*128,577	131,764	140,819	††152,983	159,051
Missouri	636,717	*671,237	*670,145	*656,830	*618,195	*594,567	631,783	650,141	681,190
Montana	104,231	115,285	109,549	*103,129	*88,682	*82,765	97,249	114,170	127,839
Nebraska	358,173	375,946	367,587	356,283	322,555	336,704	349,893	346,859	352,930
Nevada	21,733	25,302	23,388	25,218	24,851	22,397	25,755	27,878	30,700
New Hampshire	88,594	94,900	93,155	92,839	87,837	87,759	90,525	93,699	97,361
New Jersey	629,748	698,959	719,696	736,506	726,178	723,506	735,725	758,401	808,254
New Mexico	63,743	76,000	70,450	65,441	61,852	61,353	66,606	73,837	85,427
New York	1,766,549	1,922,068	1,966,981	1,966,436	1,935,744	1,942,249	1,965,341	††2,024,043	2,134,350
North Carolina	418,864	430,651	397,133	374,162	326,064	332,648	384,193	397,772	434,194
North Dakota	151,778	162,092	155,383	144,705	129,642	*128,547	129,825	135,366	137,523
Ohio	1,450,994	1,560,182	1,555,093	*1,518,696	1,421,830	*1,396,125	1,453,420	1,541,097	1,604,775
Oklahoma	465,550	510,401	490,947	428,140	370,760	385,755	405,364	416,939	441,276
Oregon	227,404	247,131	251,188	255,275	224,285	207,202	232,706	250,377	278,130
Pennsylvania	1,420,957	1,515,875	1,534,834	1,522,130	1,449,084	1,415,522	1,460,724	1,510,837	1,641,006
Rhode Island	106,155	114,010	116,792	118,313	114,992	118,296	123,548	129,699	140,417
South Carolina	194,267	205,683	192,141	180,280	156,648	144,940	181,828	206,014	243,509
South Dakota	171,067	*181,419	180,195	169,509	142,554	146,485	146,071	152,280	158,192
Tennessee	294,305	*329,697	330,436	316,544	267,279	278,332	298,558	309,447	328,955
Texas	1,060,028	1,165,150	1,159,139	1,086,310	1,005,981	1,013,086	1,085,108	1,124,295	1,191,313
Utah	84,220	95,661	96,128	91,381	81,138	84,014	84,366	87,956	96,768
Vermont	78,685	84,471	78,398	75,424	69,166	65,652	69,223	72,380	75,195
Virginia	306,911	328,525	318,582	322,594	314,168	288,048	315,940	324,626	352,281
Washington	344,977	379,995	382,874	360,796	381,488	364,858	357,280	††385,003	419,493
West Virginia	215,787	228,715	225,900	213,949	192,221	193,570	166,527	211,668	235,913
Wisconsin	646,747	689,447	677,452	640,476	587,906	566,450	588,733	623,352	690,041
Wyoming	48,760	51,880	51,579	51,388	46,330	41,917	51,660	††55,405	61,129
District of Columbia	112,505	135,455	139,733	155,334	142,890	149,790	145,065	152,775	161,725
TOTALS	21,379,125	23,121,589	23,059,262	22,366,313	20,885,814	20,600,543	14,143,565	22,535,820	24,197,685

*Buses not included. **Includes buses, taxicabs. ††Includes buses.

CONFIDENCE

The Secretary,
SCHICK DRY SHAVER, INC.,
STAMFORD, CONN.

Dear Sir,

Your advertisement in The Christian Science Monitor seems too good to be true. Your wonderful shaver is a puzzle to everyone to whom I have mentioned it. Had your advertisement appeared in any other paper I think I should have made further enquiries before asking you to send me the Schick Dry Shaver.

However, I know that The Christian Science Monitor encourages only genuine advertisements, and therefore find pleasure in enclosing a banker's cheque for sixteen dollars (an extra dollar for any extra expense), and shall be glad to possess your Shaver.

Yours faithfully,

FROM:-
A. H. GUDATH,
BARCLAYS BANK,
CHIPINGA, SOUTHERN RHODESIA.

What greater value can any publication offer to advertisers than such reader confidence as is indicated by the above letter? It is one of the reasons why 545 manufacturers, including most of America's leading motor car makers, publish their advertising messages in The Christian Science Monitor.
May we serve you? **There's a Detroit office for your convenience.**

THE CHRISTIAN SCIENCE MONITOR

Published by The Christian Science Publishing Society
Boston, Massachusetts

DETROIT OFFICE: 3-101 General Motors Building

OTHER BRANCH OFFICES: New York, Chicago, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami . . . London, Paris, Geneva

A DAILY NEWSPAPER FOR ALL THE FAMILY

Gasoline Consumption by States, 1936-1935

(Compiled by American Petroleum Institute)

	12 Months Ending With Dec., 1935 Gallons	Dec., 1936 Gallons
Alabama	172,477,000	199,040,000
Arizona	80,994,000	79,509,000
Arkansas	143,379,000	148,276,000
California	1,480,008,000	1,459,993,000
Colorado	184,442,000	172,661,000
Connecticut	269,399,000	287,218,000
Delaware	45,104,000	47,067,000
District of Columbia	112,540,000	288,079,000
Florida	263,010,000	298,673,000
Georgia	264,618,000	74,701,000
Idaho	72,352,000	1,123,332,000
Illinois	1,069,243,000	525,909,000
Indiana	496,835,000	411,544,000
Iowa	421,152,000	316,438,000
Kansas	409,941,000	228,333,000
Kentucky	201,325,000	212,547,000
Louisiana	185,851,000	127,513,000
Maine	120,879,000	226,536,000
Maryland	217,266,000	624,930,000
Massachusetts	612,557,000	871,512,000
Michigan	862,367,000	404,426,000
Minnesota	456,444,000	151,880,000
Mississippi	147,335,000	548,211,000
Missouri	509,061,000	90,447,000
Montana	96,326,000	223,222,000
Nebraska	226,673,000	27,420,000
Nevada	26,541,000	78,748,000
New Hampshire	73,904,000	657,854,000
New Jersey	735,771,000	69,546,000
New Mexico	62,340,000	1,619,122,000
New York	1,610,544,000	335,097,000
North Carolina	309,800,000	77,021,000
North Dakota	120,077,000	1,078,255,000
Ohio	1,014,926,000	332,243,000
Oklahoma	327,551,000	186,092,000
Oregon	183,005,000	1,277,225,000
Pennsylvania	1,171,438,000	114,400,000
Rhode Island	114,786,000	160,810,000
South Carolina	144,729,000	98,447,000
South Dakota	118,967,000	252,665,000
Tennessee	224,355,000	958,957,000
Texas	942,268,000	77,912,000
Utah	71,121,000	57,697,000
Vermont	51,388,000	299,102,000
Virginia	282,436,000	313,740,000
Washington	273,586,000	174,630,000
West Virginia	159,090,000	452,509,000
Wisconsin	442,444,000	55,482,000
Wyoming	49,498,000	121,625,000
Total	17,632,143,000	18,018,596,000
Daily Average	48,307,000	49,231,137
Change from previous year:		
Total Increase	+1,044,787,000	+386,453,000
Percentage Change in Daily Average	+6.30%	+1.91%

Who's Who

(Continued from Page 104)

O

OAKITE PRODUCTS, Inc., 22 Thames st., New York, N. Y. Cleaning compounds, drawing compounds, rust proofing compounds. D. C. Ball, pres.; Harold F. Cunningham, sec.; James Beckett, treas.; Fred A. Aston, sr., sales mgr.; Carl Johnson, chief engr.; Stanley Remlein, pur. agt.; C. F. Radley, adv. mgr. **Det. Rep.**—J. A. Maguire, 10-255 Gen-Motors bldg. **Adv. Agcy.**—Rickard & Co., Inc., 330 W. 42nd st., New York City.

O'BRIEN VARNISH CO., 101 N. Johnson st., South Bend, Ind. Varnish, paint, enamel, lacquer stain, finishes for any purpose. George L. O'Brien, pres.; O. A. Fulkerson, secy.; C. J. Morris, sales mgr.; J. M. McCarthy, pur. agt.; J. J. Crowley jr., adv. mgr. **Adv. Agcy.**—Behel & Waldie, 24th Floor, Daily News Plaza, Chicago.

OHIO PARTS, Automotive Div. The Ohio Pattern Works & Foundry Co., 2730 Spring Grove ave., Cincinnati, O. Battery cable, battery terminals, ignition cable and ignition sets, electrical equip. Jos. E. Hausfeld, pres.; Edw. B. Hausfeld, secy., vice-pres.; E. L. Fehring, treas.; H. A. Nash, gen. mgr.; A. P. Sena, sales mgr.; F. A. Kerkhoff, chief engr.; W. N. Stegman, pur. agt.

OHIO PISTON CO., 5337 St. Clair ave., Cleveland. Pistons, pins, cylinder repair sleeves. C. Birnbaum, pres.; R. G. Horsburgh, secy.-treas.; D. P. Shaw, gen. mgr., sales mgr., pur. agt., adv. mgr.; G. Svetcoff, chief engr. **Det. Rep.**—A. Bernstein, 443 E. Fort. st.

OHIO RUBBER CO., Willoughby, O. Automobile running boards, mats and matting, all kinds of molded and extruded rubber parts. Franklin G. Smith, pres., treas., auto sales mgr.; H. J. Bechtold, asst. secy.; R. A. Mertz, plant mgr. W. M. Cook, mechanical sales mgr.; H. W. Schultz, asst. chief engr.; J. R. Keach, pur. agt. **Det. Rep.**—C. J. Edwards, 2210 Fisher bldg.

OHIO SEAMLESS TUBE CO., 132-140 W. Main st., Shelby, O. Seamless steel tubing, alloy and carbon steel, welded steel tubing. Edwin Mansfield, pres.; E. W. McNeill, secy.-treas.; F. L. Benham, gen. mgr.; A. W. Waines jr., sales mgr.; S. D. Inscho, chief engr.; B. B. Brown, pur. agt. **Det. Rep.**—Denton and Anderson Co., 2857 E. Grand blvd.

OHIO UNITS, Inc., Dayton, O. Machine tools, Truck wheel parts. A. P. Lambert, pres.; A. A. Bundy, secy.; H. L. Brump, chief engr. **Det. Rep.**—Haberkorn & Wood, 2832 E. Grand blvd.

OHMER REGISTER CO., Bolander ave., and Big 4 R.R., Dayton, O. Cash registers, fare registers, fare boxes, recording devices, taximeters. John F. Ohmer, pres.; I. F. Lutz, secy.; H. B. Ohmer, vice-pres., gen. mgr., treas.; R. L. Hubler, sales mgr.; J. B. Mills, works mgr.; E. Schmidt, pur. agt.; Ralph K. Ulrich, adv. mgr. **Det. Rep.**—G. S. Schweibold, 9614 Otsego ave., Detroit.

OKONITE CO., Newtype Automotive Div., Passaic, N. J. Automotive products, battery cable units. E. A. Scheu, mgr. **Adv. Agcy.**—Doyle, Kitchen & McCormick, 521 Fifth ave., New York (Mr. Larry Doyle).

OLDBERG MFG. CO., 2667 E. Grand blvd., Detroit, Mich. Mufflers. John M. Crell, pres., gen. mgr.; C. A. Woodhouse, sec., treas.; E. R. Hoover, sales mgr., pur. agt.; F. E. Deremer, chief engr.

OLD GOLD PISTON RING CO., 1701 Spielbush ave., Toledo, O. Piston rings. A. P. Fall, pres., gen. mgr.; L. Bardol, treas.; R. M. Hillard, adv. mgr. **Det. Rep.**—H. M. Buzzard, 5370 Linsdale ave. **Adv. Agcy.**—Bradford Co., Toledo.

OLDS MOTOR WORKS, Div. of General Motors Corp., Townsend st., Lansing, Mich. Automobiles. R. E. Griffin, dist. mgr.; J. J. Dobbs, svc. mgr.; J. J. Carter, mfg. mgr.; G. H. Bernard, asst. mfg. mgr.; F. G. Sander, compt.; D. C. Whitmore, traffic mgr.; H. A. Trevellyan, asst. sales mgr.; R. M. W. Shaw, asst. sales mgr.; M. P. Vorberg, sales prom. mgr.; C. L. McCuen, gen. mgr.; D. E. Ralston, sales mgr.; H. T. Youngren, chief engr.; A. E. Goossen, pur. agt.; V. C. Havens, adv. mgr.; John Oswald, body engr.; Jas. Dykstra, chassis engr.; Jack Wolfrom, experimental engr.; W. H. Loudon, access. merch. mgr.; R. S. Cady, C. A. Blake, asst. svc. mgrs. **Adv. Agcy.**—D. P. Brothers & Co., Detroit.

(See display advertising index)

O. & S. Bearing Co., 303 S. Livernois ave., Detroit. Self-lubricating bearings and bushings, shock absorber link assemblies, self-lubricating, self-aligning joint assemblies. Newton Skillman, pres.; Frank H. Delahunty, secy.-treas., gen. mgr.; Robt. Thuner, sales mgr., pur. agt., adv. mgr.; Bruno Schroeter, chief engr. **Det. Rep.**—Robt. Thuner, 303 S. Livernois ave.

OSBORN MFG. CO., 5401 Hamilton ave., Cleveland, O. Industrial brushes, moulding machines & equipment. Franklin G. Smith, pres., gen. mgr.; Norman F. Smith, secy.-treas.; C. W. Titgemeyer (Brush Div.) M. W. Zeman (Machine Div.) sales mgrs.; F. N. Gilliland, chief engr.; E. W. Doller, pur. agt.; C. H. Larsen, asst. adv. mgr. **Det. Rep.**—W. J. Halliday, 3-268 Gen. Mtrs. bldg. **Adv. Agcy.**—G. M. Basford Co., 422 Leader bldg., Cleveland, O.

OTTAWA MFG. CO., 624 King st., Ottawa, Kan. Gasoline pumps, air compressors, hydraulic lifts, gasoline engines, electric welders, grease guns. E. L. Warner, pres., pur. agt.; G. E. Warner, secy.; W. H. Warner, treas.; F. E. Warner, sales mgr.; David Duffy, chief engr.; L. W. Seright, adv. mgr. **Adv. Agcy.**—R. J. Potts Advertising Co., Kansas City, Mo.

OTWELL HEATER SALES CO., 4835 Woodward ave., Detroit. Hot air manifold heater for Model A and V-8 Ford cars and trucks Chevrolet 6 cars and trucks, hot water heaters for all cars. T. M. A. Otwell, pres.

OVERLAND COACH, 201 N. Wells st., Chicago, Ill. Formed steel chassis and frame

(Continued on Page 108)

The Choice of Experience

for selling the New York market

IN 1919, America was driving around in cars that have since passed into automotive history. Familiar names will come back to you—Chandler, Paige, Mitchell, Winton, Overland. But can you even remember the Commonwealth, the Lex-sedan, the Maibohm? Yes, 1919 was a long time ago. Advertisers have spent a lot of money—and gained a lot of experience—since then.

But it was in 1919 that advertisers seeking to sell successfully and profitably in this rich New York market first began to make The New York Times their principal selling medium. In that year the total volume of advertising placed in The Times was greater than that in any other New York newspaper.

And although times have changed—and America glides along swiftly and comfortably today in cars that put those early machines to shame—the first choice of advertisers in New York—guided by a constant and continuing experience—remains the same. *This is the nineteenth consecutive year of The Times advertising leadership in the world's richest market—New York.*

This record is the more noteworthy because The Times achieves it without offering advertisers any inducements other than the value they receive from its advertising columns. The fact that that value happens to be the one they desire above all others—*sales,* achieved quickly and economically for most profit—explains why *The Times is their choice of experience in New York.*

The value The Times offers advertisers today is greater than ever. For gathered in its audience—attracted and held by "all the news that's fit to print"—are more intelligent, discriminating, above-average families than ever before. Net paid sale for the six months ended March 31 (a regular reporting period) averaged 517,732 weekdays and 791,161 Sundays, higher than for any six-month period in The Times history.

The New York Times

"All the News That's Fit to Print"

Who's Who

(*Continued from Page* 106)

parts for house and commercial display trailers, supply service for trailer builders. John R. Newell, gen. mgr.; H. S. Mustin, chief engr.

OWEN DYNETO CORP., 1920 Park st., Syracuse, N. Y. Starting motors and generators, voltage regulators (heavy duty), windshield wipers (electric), electric arc welders (gasoline and motor driven), arc welder accessories, welding wire. C. O. Miniger, pres.; F. H. Landwehr, secy.; W. V. Flood, treas.; G. J. Bundy, vice-pres., gen. mgr.; J. L. Fosnight, sales mgr. welder div.; G. L. McCaffrey, pur. agt.

OWENSBORO MFG. CO., Owensboro, Ky. Semi-trailers, trailer bodies, trunk bodies. Robt. Brodies, pres.

OWEN SILENT SPRING CO., Inc., 929 Connecticut ave., Bridgeport, Conn. Automotive upholstery springs. W. B. Lashar, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; R. O. Smith, sales and prod. mgr.; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Det. Rep.**—Harry Williams, 12-251 General Motors bldg. **Adv. Agcy.** — Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

OWOSSO METAL PRODUCTS CO., Owosso, Mich. Trailer stack heads, wheel housings, bath tubs, roof ventilators, cook stove ventilators, water tanks. A. L. Longhlin, W. J. Woodhams, partners.

OWOSSO TRAILER APPLIANCE CO., 505 S. Washington st., Owosso, Mich. Septic trailer toilet, marine wash basin for coach trailers. D. R. Mitchell and H. L. Hartley, partners.

OXFORD BODY CO., Oxford, N. C. Bottlers bodies, school bus bodies, camp car trailers, stake bodies, van bodies. C. W. Bryan, pres.; Chas. O. Mainor, secy.-treas., gen. mgr.; H. E. Harris, pur. agt.

OXIDERMO PRODUCTS, Inc., Springport, Mich. Industrial finishes, undercoaters, synthetic enamels, lacquers, maintenance paints. K. M. Sorrick, pres.; Myron L. Sine, pur agt.

OZARK CORP., 512 New Center bldg., Detroit. Coach trailers, display trailers. F. J. Riker, pres.; A. M. Coates, secy.; H. M. Soddlemire, vice-pres., treas.; K. H. Hawkes, asst. treas. secy.; Ralph S. Palmer, chief engr., adv. mgr.; H. C. Stillwell, pur. agt.

P

PAASCHE AIRBRUSH CO., 1909-27 Diversey Parkway, Chicago. Airbrushes, aircompressors, booths (spray), automatic airfinishing equip., spray guns, paint spray equip., ventilating units. J. A. Paasche, pres.; H. F. Reck, gen. mgr.; H. S. Willson, sales mgr., adv. mgr.; R. G. Stensland, pur. agt. **Det. Rep.**—A. T. Trumbull, 7310 Woodward. **Adv. Agcy.**—Evans Asso., Inc., 235 N. Michigan ave., Chicago.

PACIFIC CAR & FOUNDRY CO., Motor coach div., White bldg., Seattle, Wash. Mfg. plant: Renton, Wash. Motor coaches, coach bodies. Paul Pigott, pres.; J. E. LeBlanc, secy.; Wm. Pigott, treas.; H. W. Musiel, gen. mgr., chief engr.; P. G. Quitslund, asst. mgr.; A. H. Campbell, sales mgr.; H. E. Ridalls, pur. agt.

PACIFIC MILLS, 140 Federal st., Boston, Mass. Automobile upholstery, headlinings, Acoustical panels, textiles, A. E. Colby, pres., treas.; E. D. Walen, agt., worsted div., Irving Southworth, agt. cotton div., gen. mgrs. and sales mgrs.; F. S. Whiteside, pur. agt.; F. S. Blanchard, adv. mgr. **Det. Rep.**—L. J. Colby, 714 New Center bldg. **Adv. Agcy.**—Williams & Saylor, Inc., New York City.

PACKARD ELECTRIC CORP., Warren, O. Automotive cable products. B. N. MacGregor, vice-pres., and gen. mgr.; R. J. Montgomery, mgr. replacement sales; G. S. Carr, mgr. equipment sales; L. C. Wolcott, chief engr.; H. C. Mohr, adv. mgr. **Det. Rep.**—W. S. Haggott, 7720 Woodward ave. **N. Y. Office**—C. H. Kloer, 369 Lexington ave. **Chicago Rep.**—F. B. Duncan, 9 S. Clinton st. **Adv. Agcy.**—Campbell-Ewald Co., G. F. Koether, acct. ex.

PACKARD MOTOR CAR CO., 1580 E. Grand blvd., Detroit. Motor cars. Alvan Macauley, pres., H. J. Ferry, secy.-treas.; M. M. Gilman, vice-pres., gen. mgr.; J. G. Vincent, vice-pres. of engr.; C. R. Paton, chief engr.; A. L. Knapp, body engr.; J. R. Ferguson, experimental engr.; G. T. Christopher, vice-pres. of mfg.; E. C. Hoelzel, compt.; C. J. Shaar, traffic mgr.; J. H. Marks, pur. agt.; W. M. Packer, gen. sales mgr.; R. E. Chamberlain, L. W. Slack and R. W. Carson, asst. sales mgrs.; J. D. Wilson, mgr. access. equip.; H. F. Olmsted, pu. dir.; B. C. Budd, exp. mgr.; J. F. Page, serv. mgr.; F. H. McKinney, dir. of adv. & sales prom. **Adv. Agcy.**—Young & Rubicam, New York.

(See display advertising index)

PAGE STEEL and WIRE, Div. of American Chain & Cable, Inc., First and River sts., Monessen, Pa. A.-C. and F. coated electrodes, stainless steel coated electrodes, gas welding wires. W. B. Lashar, chmn. of bd.; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge. of sales; C. G. Williams, vice-pres. in chge. of pur.; J. O. Lashar, adv. mgr. **Adv. Agcy.**—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

PALACE TRAVEL COACH CORP., Flint, Mich. Coach trailers. D. D. Archart, pres.; Earl Trobert, secy.; Harry Rogers, treas.; B. R. Scheff, sales mgr.; George W. Smith, chief engr.; Charles Lines, pur. agent; S. E. Sangster, pub. dir. **Det. Rep.**—Franklyn McDonald, 5955 Woordward ave. **Adv. Agcy.**—Rolfe C. Spinning, Inc., Detroit.

PALMER-BEE CO., Westminster and G. T. R. R., Detroit. Elevators, conveyors, speed reducers, gears, power transmitting machinery. Wm. E. Bee, pres.; J. E. McBride, vice-pres.; A. J. Leckie, secy.; Geo. A. Bee, treas. and gen. mgr.; A. J. Leckie, secy.; E. E. Landahl, chief engr.; A. Sells, pur. agt. L. E. Gannon, adv. mgr.

PARISH PRESSED STEEL CO., Reading, Pa. Automobile, truck, bus and trailer frames and stampings. C. A. Dana, pres.; H. S. Lewis, vice-pres., gen. mgr.; J. A. Archer, secy.-treas.; D. H. Geiger, sales mgr.; J. B. Marquette, pur. agt.; M. L. Fox, chief engr.

PARKER-KALON CORP., 200 Varick st., New York. Cold-forged socket head cap screws, hollow set screws, stripper bolts. L. Goldburg, pres.; H. Rosenberg, secy., treas., chief engr.; C. S. Trott, sales mgr.; M. Slifka, pur. agt.; S. S. Kahn, adv. mgr. **Det. Rep.**—Robert Mitchell, 1114 Kresge bldg. **Adv. Agcy.**—Rutcarel & Co., New York.

PARKER RUSTPROOF CO., 2177 E. Milwaukee, Detroit. Iron and steel rust preventing compounds. W. M. Cornelius, pres., treas.; R. W. Englehart, secy.; G. O. Rice, asst. secy.; M. C. Baker, vice-pres., sales mgr.; G. E. Luke, vice-pres., adv. mgr.; R. C. Bristol, vice-pres.; W. W. Bradshaw, auditor; R. H. Gordon, chief engr. **Adv. Agcy.**—Fred M. Randall Co., Book Tower, Detroit.

PATTERSON, L. M., MFG. CO., Dennison, O. Batteries. L. M. Patterson, gen. mgr.; J. E. Billups, sales mgr.; Wm. Belknap, chief engr.; Roy Miller, prod. mgr.

P. & D. MFG. CO., Inc., 1902 Steinway st., L. I. City, N. Y. Coils, condensers, contacts, cutouts, volatge regulators, starter switches, dist. caps, rotors, basic mfgs. ignition replacement parts. Peter Piffath, pres.; Berthold Danziger, treas.; C. S. Rogers, gen. sales mgr.; John Piffath, chief engr.; Walter Scott, adv. mgr. **Det. Rep.**—C. F. Hall, Cleveland O. **Adv. Agcy.**—Piccard Adv. Co., N. Y. City.

C. F. PEASE CO., 2600 Irving Park blvd., Chicago, Ill. Blue printing machinery, paper, drafting room furniture, photographic arc lamps. Thomas Lord, pres., and treas.; W. E. Timmerman, asst. treas. and secy.; H. J. Brunk, works mgr., chief engr.; W. Earle Pashley, vice-pres., and sales mgr.; Paul E. Shaw, pur. agt.; C. D. McCormick, adv. mgr. **Det. Rep.**—A. F. Jacobs, 13557 Northlawn ave.

PECO MFG. CORP., N.W. cor. Hope st. & Indiana ave., Philadelphia, Pa. Tire treatment equip., hose cutters, special tools and fixtures. William F. Errig, pres., treas., gen. mgr.; Edmund G. S. Flannigan, secy.; sales and adv., Bendix Products Corp., South Bend, Ind.; Edward S. DeHart, chief engr.; Carl Nelson, pur. agt.

PEERLESS NOVELTY CO., Grand Haven, Mich. Auto visors, electric soldering irons. W. H. Stansberry, pres., treas.; J. T. Vanden Bosch, secy.; Frederick Keller, gen. mgr., sales mgr.; James Newell, chief engr.; Arthur Kleft, pur. agt. **Det. Rep.**—Fred Conley, 510 Stephenson bldg.

PENNSYLVANIA AUTOMOTIVE ASSN., P. O. Box 229, Harrisburg, Pa. Officers: Chas. L. Day, Pittsburgh, pres.; Geo. H. Roth, Philadelphia, Guy Woodward, Washington, Geo. A. Hoeveler, Pittsburgh, Geo. G. McFarland, Harrisburg, Chas. J. McGough, Wilkes-Barre, vice-pres.; R. C. Keller, York, secy.-treas.; C. S. Klugh, Harrisburg, mgr.; W. H. Brearley, Ardmore, counsel. Directors: Hugh B. Andrews, Scranton; Geo. H. Acker, Erie; W. H. Brearley, Ardmore; W. C. Cheeseman, Butler; Chas. L. Day, Pittsburgh, Geo. D. DeWolfe, Bradford; R. A. Erwin, Philadelphia; A. W. Golden, Reading; Geo. A. Hoeveler, Pittsburgh; R. C. Keller, York; W. Levan Lawfer, Allentown; Geo. G. McFarland, Harrisburg; Chas. J. McGough, Wilkes-Barre; M. L. Mitcheltree, Franklin; W. U. Mussina, Williamsport; Birch R. Ober, State College; M. M. Ross, Oil City; George H. Roth, Philadelphia; E. T. Satchell, Allentown; H. W. Smith, Pittsburgh; E. L. Turner, Greensburg; H. H. Wiggins, Lancaster; E. R. Williams, Clearfield; Guy Woodward, Washington.

PENNSYLVANIA RUBBER CO. OF AMERICA, Inc., Jeannette, Pa. Tires and tubes. W. A. Atkins, chmn. of bd.; C. G. Morrill, secy.-treas.; A. C. Bowers, gen. mgr.; A. Koehler, sales mgr.; W. E. Humphrey, chief engr.; H. Salmon, pur. agt.; C. M. DuPuy, adv. mgr. **Adv. Agcy.**—Walker & Downing, 210 Oliver bldg., Pittsburgh, Pa.

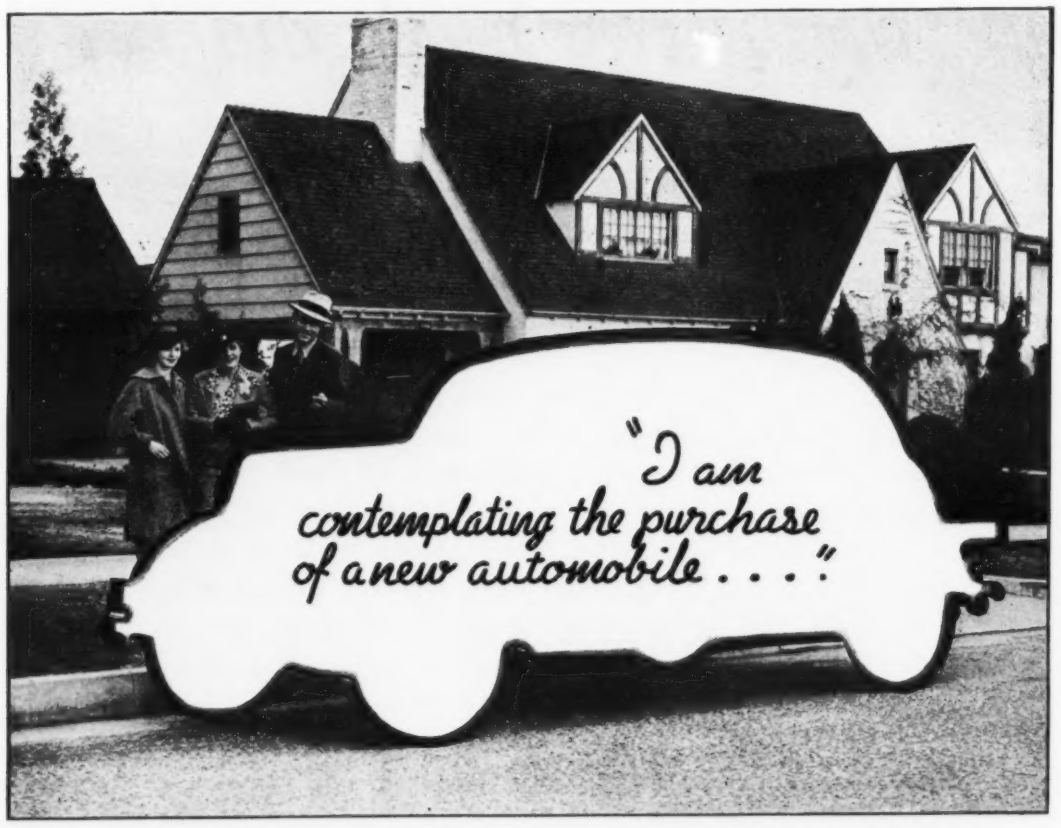
PENNZOIL CO., Drake Theatre bldg., Oil City, Penna. Petroleum products. W. S. Zehrung, pres. and gen. mgr.; R. A. Browne, secy.; M. A. Brewster, treas. and vice-pres.; L. D. Fulton, gen. supt.; A. W. Clinger, pur. agt. **Det. Rep.**—H. W. Baker, Barlum Tower. **Adv. Agcy.**—Fuller & Smith & Ross, Inc., Cleveland, O.

PEORIA AUTOMOTIVE DEALERS ASSN. Wm. Landis, 1516 Main st., Peoria, Ill., pres.; C. W. Coons, 212 Lehmann bldg., Peoria, Ill., exec. secy.

PEP MFG. CO., Inc., 33 W. 42nd st., New York. Valve grinding compound. Gasket Goo. Ralph Root, pres., gen. mgr.; J. R. Feindel, secy.-treas. **Adv. Agcy.** — Roberts Everett Associates, New York.

PERFECT CIRCLE CO., Washington st., Hagerstown, Ind. Piston rings, piston expanders, C. N. Teetor, pres.; Lothair Teetor, vice-pres., gen. mgr.; L. B. Davis, secy.-treas.; Don H. Teetor, sales mgr.; Ralph C. Teetor, chief engr.; W. B. Hartley, pur. agt.; George W. Stout, adv. mgr. **Det. Rep.**—Wm. B. Prosser, 5-213 General Motors bldg. **Adv. Agcy.**—Henri, Hurst & McDonald, Inc., Chicago, Ill.

(*Continued on Page* 112)



MIRROR READERS told us their preferences when 20,000 of them sent in coupon requests for our 1937 Auto Guide. And a cross-section of five thousand of these requests reveals an interesting fact. The preferences for America's cars expressed by MIRROR readers exactly parallel those of the national market as determined in *Fortune Magazine's* 1937 survey. Here is the comparison:

FORTUNE SURVEY	
First	CHEVROLET
Second	FORD
Third	PLYMOUTH
Fourth	BUICK
Fifth	DODGE
Sixth	PONTIAC
Seventh	OLDSMOBILE

MIRROR READERS	
First	CHEVROLET
Second	FORD
Third	PLYMOUTH
Fourth	BUICK
Fifth	DODGE
Sixth	PONTIAC
Seventh	OLDSMOBILE

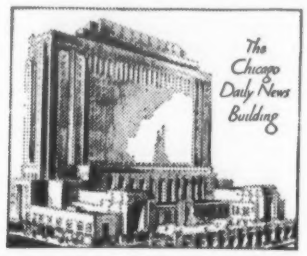
Those who read THE MIRROR are prospects for new models when and as they are produced. Whether or not they buy YOUR cars will depend largely on whether or not they find your advertising messages in their favorite newspaper.

Daily: 608,832 **Sunday: 1,453,550**

NEW YORK MIRROR

245 E. 45th St. NEW YORK, N.Y. | 333 N. Michigan Ave. CHICAGO, ILL. | 7-245 General Motors Bldg. DETROIT, MICH. | Monadnock Bldg. SAN FRANCISCO, CAL.

ANOTHER CHICAGO DAILY NEWS



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Chicago's HOME Newspaper

WITH THE MOST VALUABLE CIRCULATION IN THE CITY

J. RAY SCOLARO JR., Manager Detroit Office . . . 4-119 General Motors Bldg., DETROIT

Network Expenditure of Individual Passenger Car Advertisers—1934-36

All Network Figures from NBC, CBS and National Advertising Records

Advertiser	Total 1934	Total 1935	Total 1936
Buick	$ 73,984	$ 18,016	$ 22,866
Cadillac	65,000	.....	32,388
Chevrolet	342,028	344,691	228,759
Chrysler	18,872	.....	358,857
Dodge	.....	5,038	5,291
Fisher Body	7,162	3,435	2,928
Ford	1,191,577	1,877,850	2,010,539
General Motors	67,584	325,934	625,500
Hudson	268,452	166,460	.....
Lincoln	.....	23,750	72,125
Nash	16,184	16,184	89,790
Olds	120,224	.....	95,907
Packard	94,556	194,871	372,099
Plymouth	.....	.....	253,430
Pontiac	235,244	108,660	98,700
Studebaker	248.818	425.124	354.564
TOTAL	$2,749,685	$3,510,013	$4,623,743

These figures represent expenditures for facilities only. They do not include talent costs.

Expenditure of Automotive Industry on Radio Networks—1927-1936

Year	Expenditure	Pct. Change Over Previous Year	No. of Adv.	Expenditure Per Advertiser	Rank in Use* Network Time
1927	$ 433,063	....	11	$ 39,360	4
1928	1,249,000	+189.4%	16	78,062	3
1929	1,720,803	+ 37.8	15	114,720	4
1930	1,355,414	— 21.2	12	112,951	8
1931	1,313,923	— 3.1	19	69,153	9
1932	2,010,251	+ 53.0	19	105,802	5
1933	2,318,309	+ 15.3	17	136,371	5
1934	3,772,486	+ 62.7	20	188,628	3
1935	4,227,046	+ 12.0	15	281,803	3
1936	5,439,502	+ 33.1	20	281,341	3

*Figures within this column indicate the position the automotive industry holds among other industries in use of network advertising, as measured by total expediture for time.

These figures represent expenditure facilities only. They do not include talent costs.

Network Expenditures of Individual Passenger Car Advertisers—1936

	Total	CBS	NBC RED	NBC BLUE
Buick	$ 22,866	.....	$ 17,106	$ 5,760
Cadillac	32,388	.....	32,388	.....
Chevrolet	228,759	97,335	131,424	.....
Chrysler	358,857	358,857	.....	.....
Dodge	5,291	5,291	.....	.....
Fisher Body	2,928	.....	.....	2,928
Ford	2,010,539	1,456,773	132,840	420,926
General Motors	625,500	.....	625,500	.....
Lincoln	72,125	72,125	.....	.....
Nash	89,790	89,790	.....	.....
Oldsmobile	95,907	.....	91,251	4,656
Packard	372,099	111,325	260,774	.....
Plymouth	253,430	130,699	122,731	.....
Pontiac	98,700	98,700	.....	.....
Studebaker	354,564	106,476	248,088	.....
	$4,623,743	$2,527,371	$1,662,102	$434,270

Percentage of Total Automotive Network Advertising Devoted to Passenger Cars, Accessories and Tires—1927-1936

Year	Total Expenditure	Pct. Devoted to Passenger Cars	Pct. Devoted to Accessories	Pct. Devoted to Tires
1927	$ 433,063	30.8%	11.3%	57.9%
1928	1,249,000	42.2	6.2	51.6
1929	1,720,803	44.0	20.0	36.0
1930	1,355,414	48.2	12.4	39.4
1931	1,313,923	51.7	18.0	30.2
1932	2,010,251	53.4	8.2	38.4
1933	2,318,309	80.4	4.6	15.0
1934	3,772,486	73.9	7.5	18.6
1935	4,227,046	81.9	1.6	16.5
1936	5,439,502	82.2	6.3	11.5

These figures represent expenditures for facilities only. They do not include talent costs.

Annual Expenditure of Automotive Industry by Passenger Car, Tires and Accessories Groups

Year	Total Expenditure	Passenger Cars	Accessories	Tires
1927	$ 433,063	$ 133,506	$ 48,960	$250,597
1928	1,249,000	527,146	77,439	644,415
1929	1,720,803	757,214	344,221	619,368
1930	1,354,414	653,994	167,941	533,479
1931	1,313,923	679,914	237,025	396,984
1932	1,939,094	1,072,899	93,790	772,790
1933	2,318,309	1,863,436	107,389	347,484
1934	3,772,486	2,785,685	284,395	702,406
1935	4,227,046	3,463,813	66,432	696,801
1936	5,439,502	4,623,743	168,505	647,254
10-Year Total (1927-36)	$23,765,640	$16,561,350	$1,596,097	$5,611,193

These figures represent expenditures for facilities only. They do not include talent costs.

Chain Programs Sponsored by Automobile Manufacturers

(Numerals After Chain Indicate Number of Stations)

Automobiles

CONTINENTAL AUTOMOBILE CO.

Aug., 1933-Oct., 1933—NBC Blue (22) — "March of Transportation." Dramatized incidents in history of transportation.

DURANT MOTORS, Inc.

Oct., 1929-Apr., 1930—NBC Red (38)—"Heroes of the World." Dramatizations with music.

CHRYSLER CORP.

(Plymouth)

Nov., 1932—CBS (32) — Business conference. Music, comedy, drama.

Apr., 1933—CBS (50)—Pace Setters of 1933.

Oct., 1933-Dec., 1933—CBS (68)—Elmer Everett Yess. Drama.

May, 1934—CBS (88)—One broadcast. Chrysler choir.

Feb., 1936-May, 1936—CBS (87)—Ed Wynn in Gulliver's Travels, Male Quartet, Female Vocal Ensemble and John S. Young.

May, 1936-Aug., 1936—NBC Red (60)—Ed Wynn, Graham McNamee, Lennie Hayton's orchestra.

(Chrysler)

Apr., 1932-June, 1932—CBS (67)—Ziegfield Radio show.

Jan., 1934—CBS (57)—One broadcast. Automobile show.

Mar., 1936-June, 1936—CBS (63)—"Chrysler Airshow," Alexander Gray, baritone, Mark Warnow, Charles Hanson Towne, chorus.

Sept., 1936—still on—CBS (86)—"Major Bowes Amateur Hour."

(Dodge)

Sept., 1927-Dec., 1927—CBS (16)—

July, 1935 — CBS (77) — Dodge Economy Day, Ted Husing, Victor Moore, Arnold Johnson Orchestra. Mr. VanderZee, general sales manager.

Apr., 1936—CBS (80)—Dodge presents Bert Lahr, Gertrude Niesen, Ted Husing and Freddie Rich's Orchestra.

FORD MOTOR CO.

Jan., 1927—NBC Red (22)—"The Old-Fashioned Barn Dance."

July, 1933-Dec., 1933—NBC Red (23)—"Lum & Abner."

Feb., 1934-Dec., 1934—CBS (83)—Fred Waring's Pennsylvanians and Guest Stars.

Aug., 1934-Oct., 1934—CBS (22)—Mickey Cochrane on Pennant Race, Talk of Baseball.

Oct., 1934—NBC Red and Blue (79)—"World Series Baseball."

Oct., 1934-June, 1936—CBS (87)—Ford Sunday Symphony Concert and Guest Stars.

Oct., 1934—CBS (Complete Network)—World Series, Ted Husing and Pat Flanagan.

July, 1935-Dec., 1935—CBS (87)—Fred Waring and His Pennsylvanians.

Oct., 1935—CBS (Complete Network)—World Series, 6 games.

Oct., 1935—NBC Red and Blue (81)—"World Series Baseball."

Dec., 1935-Dec. 1936—CBS (87—Fred Waring and His Pennsylvanians.

Jan., 1936-Dec., 1936—NBC Blue (59)—"Fred Waring's Orchestra."

Sept., 1936—NBC Red (59), CBS (94)—"World Series."

Jan., 1937—still on—CBS (89)—"Al Pearce and Gang."

Jan., 1937—still on—NBC Blue (53)—"Universal Rhythm" with Rex Chandler.

Lincoln

Dec., 1935-Apr., 1936—CBS (48)—Jose Mazares and His South Americans.

FRANKLIN MOTOR CAR CO.

July, 1928—NBC Red (38)—Joseph Pasternack and Franklin Salon orchestra.

GENERAL MOTORS CORP.

(Institutional)

Nov., 1927-Oct. 1931 — NBC Red (40)—"General Motors Family Party."

Oct., 1931-Oct., 1932—NBC Red (40)—"Parade of States."

Oct., 1934-Apr., 1935—NBC Blue (17)—"Symphony Concerts" with Erno Rapee.

Oct., 1935-June, 1936—NBC Red (64)—"Symphony Concerts" with Erno Rapee.

(Buick-Olds-Pontiac Sales Corp.)

July, 1932-Sept., 1932—NBC Red (35) — "Paul Whiteman's Orchestra and Artists."

Nov., 1932-Dec., 1932—NBC Red (50) — "Paul Whiteman's Orchestra."

Sept., 1936—still on—NBC Red (64)—"Symphony Concerts."

(Buick)

July, 1927—NBC Red and Blue (39)—"Arthur Pryor's Band."

Nov., 1931-May, 1932—NBC Red (50)—"Frank Black's Orchestra, Revelers, Countess Olga Albani."

Oct., 1932-Mar., 1933—NBC Red (40) — "Paul Whiteman's Orchestra, Virginia Rea and Paul Oliver."

July, 1933-Sept., 1933—NBC Red (50)—"Gus Haenschen's Orchestra, Ohman & Arden, Conrad Thibault, Arlene Jackson."

Dec., 1933-Feb., 1934—CBS (55)—Robert Benchley, Andre Kostelanetz.

Sept., 1935—NBC Red and Blue (84)—"Fight — Baer and Louis."

June, 1936—NBC—Fight—Schmeling-Louis.

(Cadillac)

Mar., 1927-June, 1927—NBC Red (25)—"Rosario Bourdon's Orchestra."

Sept., 1927—NBC Red (29)—"Cad-LaS Concert Orchestra."

Dec., 1933-Apr., 1934—NBC Blue (16)—"Shilkret's Orchestra and guest conductor, guest soloist."

Nov., 1936-Jan., 1937—NBC Red (47)—"LaSalle Fashion Show."

(Chevrolet)

Dec., 1928—CBS (20)—Three special announcements.

Aug., 1929—CBS (46)—One broadcast, Harry Klingler, Ted Husing, Jack Donahue.

Feb., 1932-July, 1932 — NBC Red (54)—"Frank Black's Orchestra, Revelers, Ohman & Arden, etc."

Nov., 1932-June, 1933—NBC Red (56)—"Lew Silver's Orchestra and Al Jolson."

Oct., 1933-July, 1934—NBC Red (54)—"Al Jolson and Frank Black's Orchestra." After Mar. 3, 1934, "Jack Benny and Frank Black's Orchestra"; after Apr. 8, 1934, "Victor Wing's Orchestra."

Oct., 1934-Apr., 1935—CBS (87)—Isham Jones and Orchestra and Guest Stars.

July, 1935-Dec., 1935—NBC Red (61) — "G-Men with Phillips Lord."

Jan., 1936-Apr., 1936—NBC Red (58) — "Rubinoff's Orchestra" with Virginia Rea and Jan Peerce.

Oct., 1936—still on—CBS (88)—Rubinoff's Orchestra.

(Fisher Body)

Aug., 1933—NBC Red (56)—"Prize Contest for Model Fisher Body Coach."

Aug., 1934 — CBS (57) — Fisher Body's Craftsman Guild Dinner, Talk and Music.

Aug., 1935 — CBS (41) — Fisher Body's Craftsman Guild Dinner, Talk and Music.

Mar., 1937—CBS (51)—"Fisher Body Craftsman Guild."

(Oldsmobile)

Sept., 1931—NBC (Pacific Coast program)—Details not available.

Jan., 1932—NBC Blue (45)—"Gala Broadcast — Coast to Coast — Various stars—Whiteman, Bebe Daniels."

Jan., 1933-Apr., 1933—NBC Red (38)—"Geo. Olson's Orchestra, Ethel Shutta, Gus Van."

Sept., 1933-Dec., 1933—CBS (43-66) —Parade of the Champions. All-star program.

Feb., 1934-May, 1934—CBS (61)—Johnny Green's orchestra.

May, 1934-July, 1934—CBS (38)—Richard Himber.

Aug., 1934-Oct., 1934—CBS (53)—Leon Belasco, Ted Husing.

Oct., 1936-Apr., 1937—NBC Red (70)—"Irwin S. Cobb."

(Pontiac)

July, 1927—NBC Red (26)—Musical Dramatization of an Indian's Day.

Jan., 1932-Aug., 1932—NBC Blue (47) — "Paul Whiteman's Orchestra, Jane Frohman and special choir."

Dec., 1932-June, 1933—CBS (52)—Stoopnagle and Budd, Andre Kastelanetz.

Aug., 1933-Sept., 1933—CBS (52)—Don Ross.

Dec., 1933-Mar., 1934—CBS (61)—Pontiac Surprise Party.

Oct., 1936—still on—CBS (59)—"News Through Woman's Eyes."

Jan., 1937-June, 1937—NBC Red (70)—"Pontiac Varsity Show," with John Held, Jr.

HUDSON MOTOR CAR CO.

Jan., 1929-May, 1929—NBC Blue (35)—"Hudson Essex Challengers" with Essex Quartet.

(Terraplane)

Feb., 1933-June, 1934—NBC Red (40)—"B. A. Rolfe's Orchestra"; after April, 1934, "The Terraplane Cavalcade" and "Hudson Vocalians."

Dec., 1934-May, 1935—CBS (71)—Kate Smith's New Star Revue, Orchestra and Guest Stars.

(Hudson)

Apr., 1934-June, 1934—NBC Blue (17)—"B. A. Rolfe's Orchestra"; after April, 1934, "The Terraplane Cavalcade" and "Hudson Vocalians."

GRAHAM-PAIGE CORP.

Jan., 1931-June, 1931—CBS (48)—Detroit Symphony Orchestra.

NASH MOTOR CO.

July, 1927—NBC Red (29)—Harry Reser's Orchestra with Van & Schenck.

June, 1931-Aug., 1931—NBC Red (50)—"Max Bendix World Fair Band" with dramatic skit.

Dec., 1935-Jan., 1936—CBS (88)—Nash Christmas Party and New Year Pageant. All Star Cast Including Beatrice Lillie, L. Barrymore, A. Woollcott, Noel Coward, etc.

Oct., 1936—still on—CBS (55)—"Nash Speed Show."

PACKARD MOTOR CAR CO.

June, 1931-July, 1931—NBC Blue (43)—"Nathaniel Shilkret's Orchestra and guest opera stars."

Apr., 1934-June, 1934—NBC Blue (18)—"Dr. Damrosch's Orchestra."

Sept., 1934-Mar., 1935—NBC Blue (20)—"Lawrence Tibbett, John B. Kennedy and Wilfred Pelletier's Orchestra."

Sept., 1935-Mar., 1936—CBS (86)—Packard presents Lawrence Tibbett and Don Voorhees Orchestra.

Feb., 1936-May, 1936—NBC Pacific (5)—"Packard Fiesta with Fred Astaire."

Sept., 1936—still on—NBC Red (64)—Fred Astaire.

STUDEBAKER CORP.

Apr., 1927 — NBC Red (21) — "Studebaker Commanders."

Dec., 1928—CBS (25)—Two broadcasts.

Feb., 1929-Jan., 1931—NBC Red (29)—"Jean Goldkette's Orchestra."

July, 1934-July, 1935—NBC Red (34) — "Studebaker Champions with Richard Himber's Orchestra."

Aug., 1934-Jan., 1935—CBS (40)—Studebaker Champions, Richard Himber and Orchestra.

Feb., 1935-Apr., 1935—CBS (43)—

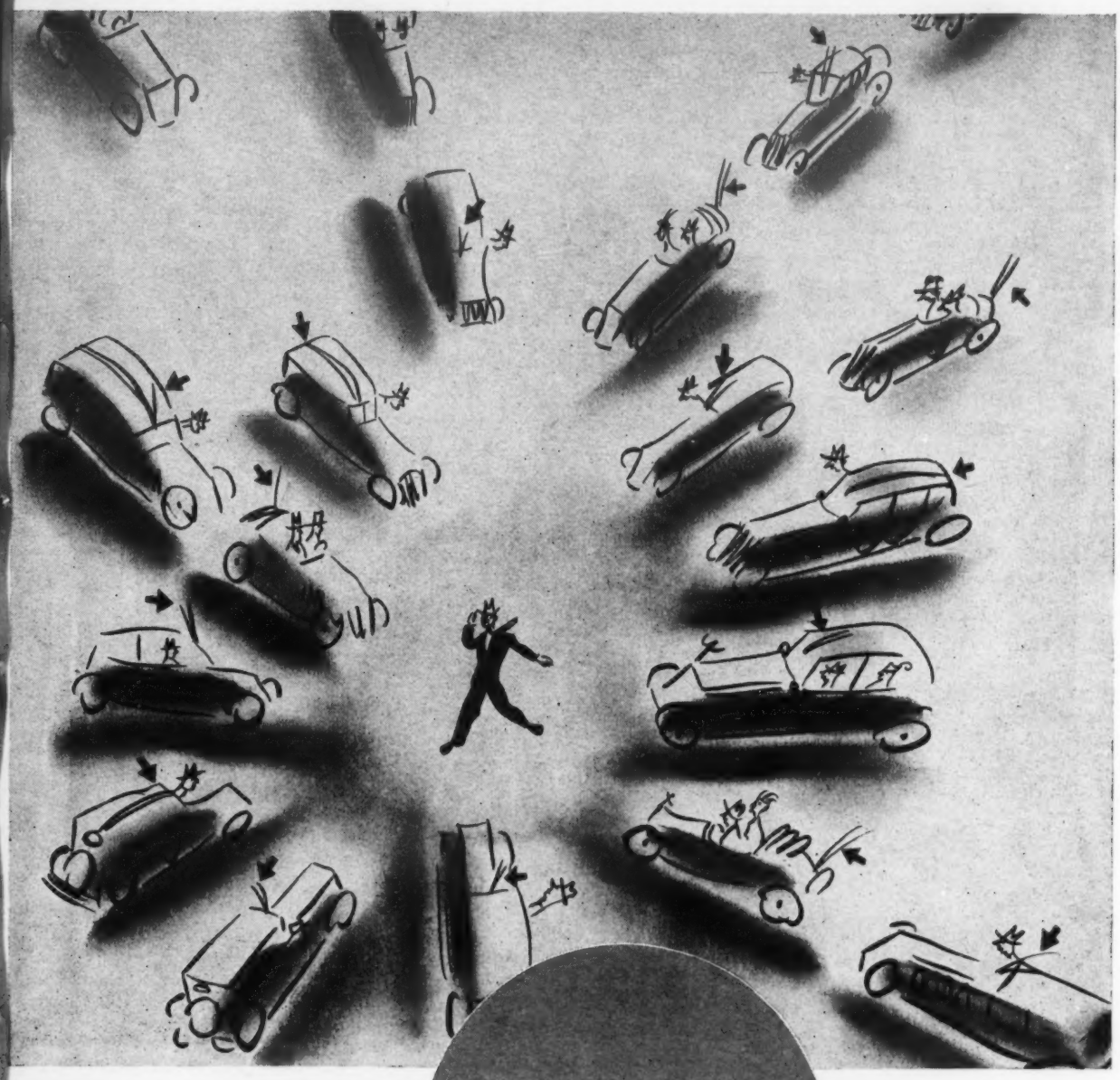
May, 1935-Apr., 1936—CBS (48).

May, 1936—still on—NBC Blue (31)—"Studebaker Champions with Richard Himber's Orchestra."

WILLYS-OVERLAND CO.

Sept., 1931-May, 1932—NBC Blue (28)—"Harold Stoke's Orchestra."

May, 1937 — Mutual Network — "Kay Kyser's Orchestra."



BECOME YOUR OWN RADIO STATISTICIAN

Next time you're stymied in traffic, look before you leap. Count the new cars with "outside" radio antennas. You'll need an adding-machine before you're through. There are now 5,000,000 automobile-radio families in the United States; *one* for every *five* passenger cars. The percentage, of course, is much higher among new car owners: the richest advertising market in the world! But it's just *one* of radio's many "bonus" and point-of-use markets.

RADIO IN 1937, published by Columbia, shows how radios on the road have *tripled* since July, 1934. It also gives the who, when, where and how of "at home" listening. Everybody knows "everybody" listens, but RADIO IN 1937 gives the exact figures.

THE COLUMBIA BROADCASTING SYSTEM • 485 MADISON AVENUE, N. Y.

Milestones in the Development of Transportation

No one has successfully written the complete chronology of transportation. Many have tried. But when you consider that to start such a task you have to go back to the alleged first steam engine built by Hero of Alexandria in 130 B.C., you have an appreciation of the amount of ground to be covered. ADN hopes this yearly compendium may help.

130 B. C. Hero of Alexandria built first steam engine of record.

1250 A. D. Roger Bacon prophesied the coming of horseless carriages. Grand Canal of China constructed.

1487. Lock canal constructed at Milan, Italy, on Leonardo da Vinci's plan. His geared wheel belongs to a slightly earlier period.

1560. "Carriages without horses shall go"—prophecy of Mother Shipton.

1618. English patent granted to Ramsay and Wildgooss for "drawing carts without horses."

1644. Jean Theson granted a French patent on horseless carriage propelled by two seated men.

1649. Hutsch in Germany and Richard in France made autocars propelled by passengers.

1655. Fr. Verbiest in China applied steam to propulsion of a carriage, by applying a steam jet to a small windmill mounted on wheels.

1680. Model steam engine produced on lines suggested by Sir Isaac Newton; resembled Hero's in principle.

1690. Denis Papin invented earliest piston-and-cylinder steam engine; applied this to a carriage and made it move.

1695. Sir Humphrey Mackworth applied sails to his wagons on the trainway at his colliery at Neath, South Wales.

1748. Vaucanson drove before Louis XV a carriage propelled by clockwork springs.
Benjamin Franklin's successful electrical jump-spark experiment.

1769. Capt. Nicholas Joseph Cugnot built a steam tractor for French artillery use, the first self-propelled vehicle constructed for definite use as contrasted with experimentation.
James Watt patented, after experiments beginning in 1764, his separate condenser for steam engines, and other improvements increasing the effectiveness of steam power.

1784. William Murdock, associate of Watt, successfully tested a small steam carriage now in the British Museum.

1787. Oliver Evans secured right to use Maryland roads for a steam carriage.

1789. Nathan Read drove a paddlewheel steamboat at Danvers, Mass.
Oliver Evans took out first American patent on a self-propelled road vehicle. Patent issued by State of Maryland.

1800. Sir George Medhurst patented an explosive (gunpowder) engine and proposed to apply this to a carriage.

1801-02. Richard Trevithick built and drove successfully a steam carriage (London, England).

1807. Fulton's Clermont, paddle-wheel steamship, began to ply between New York and Albany.

1816. Rudolph Ackermann patented in England a tangential steering device originated in Munich by George Lankensperger, the first to work the modern principle of rounding corners.

1820. Farish and Cecil built explosion engines using hydrogen gas.

1821. Julius Griffiths of England patented a steam carriage, which was well constructed by the famous mechanic, Bramah.

1824. W. H. James produced his first steam carriage, which aroused wide interest in the mechanical world.
Burstall and Hill's steam "drag."

1825. Two American steam carriages appeared, one by T. W. Walker, in Edgar County, Ill., and one in Springfield, Mass., by Thos. Blanchard, who received the endorsement of the Massachusetts Legislature.
London amazed by a carriage drawn by kites.

1827. England entered actively into the building of steam carriages, with Walter Hancock and Sir Goldsworthy Gurney leading. Hancock is credited with being the first to use chain transmission and to make tight metallic joints capable of withstanding high steam pressures.

1828. First successful use of planet gearing—Paris.

1829. First locomotives imported into United States.

1831. Select Committee of British Commons held hearings to review the progress of mechanical transport; decided steam carriages were not harmful to roads. Nevertheless, power vehicles were discriminated against for the next 60 years in England.
First railway locomotive built in United States.

1833. Richard Roberts of Manchester, England, applied differential gearing to a steam carriage.

1835. Dietz credited with being the first to use solid India rubber tires.
Comte d'Asda drove a Maceroni and Squire steam carriage from Brussels to Paris.

1839. Robert Anderson of Aberdeen, Scotland, drove a carriage powered by a primitive electric motor. The first electric carriage.

1841. First tractor, or steam "cart horse," by William Worby of England, appeared.
F. Hill's steam carriage did 25 miles per hour and covered 128 miles in one day over heavy roads.

1844. S. Perry patented air and water cooled engines; tube ignition.

1845. Robert William Thompson of England patented the pneumatic tire.

1846. The caterpillar tractor appeared.

1851. W. M. Storm patented an engine in which gas was compressed before ignition and fired by a jump spark.

1855. Drake (United States) introduced incandescent metal as ignition method for gaseous mixtures.

1856. Single front steering wheel first mentioned—Lotz.
Richard Dudgeon of New York City built his first steam carriage.

1860. Lenoir of Paris perfected the gas engine, using electric spark ignition. Placing one in a carriage, he made a three-mile trip.

1862. Beau de Rochas suggested the four-cycle motor.

1865. Important patents granted to Mackenzie in England covering intermediate clutch or "disconnecting device," etc.
Brothier in Paris demonstrated a compression type motor.
Great Britain, after a long series of restrictive laws, placed on the statute books a law requiring a self-propelled vehicle to be preceded by a man carrying a red flag.

1866. Otto and Langen brought out their improved gas engine using the four-cycle sequence; patented in United States the next year.

1867. Thompson placed pneumatic tires on steam carriages.

1868. Charles Ravel of Paris produced a steam tricycle with direct drive.

1871. Dr. J. M. Carhart built at Racine, Wis., a steam buggy.

1872. George B. Brayton, an Englishman living in Boston, applied for a patent on a two-cylinder gasoline engine, "earliest to use fuel oil instead of gas." (Enc. Brit.)

1873. George B. Selden of Rochester, N. Y., began experiments on fuels for internal combustion engines.
In Paris, Amadee Bollee built the famous steam omnibus, L'Obeisante, which 22 years later entered the Paris-Bordeaux race and covered the route.

1875. The State of Wisconsin offered a bounty of $10,000 to the inventors of a successful steam carriage.

1879. Pioneer patent of American automobile industry applied for by George B. Selden.

1880. Lawson of England invented an engine driven by the explosion of gasoline.

1881-82. In France and England, electric tricycles were brought out.

1883. Delamare-Deboutteville in France and Edward Butler in England came forward with motor tricycles. Butler's was driven by the explosions of benzoline vapors; the Frenchman's by explosions of illuminating gas. De Dion, Bouton, and Trepardoux began the manufacture of steam cars, one of which won the Paris-Marseilles race of 1897. By 1889 one of their steam drags had hauled heavy loads at 24 m.p.h.

1884. John and Thomas Clegg built the first self-propelled vehicle in Michigan—a four-wheeled steamer. In operation 1885.
The first oil motor car took the road, by Delamare-Deboutteville and Malandin, Paris. The car carried a carburetor by Malandin.

1885. Gottlieb Daimler (Germany) invented his famous petrol-vapor engine on the Otto cycle, the first motor to be manufactured in quantity.
Fernand Forest (France) built a four-cylinder motor and installed improved carburetion.
Carl Benz brought out a three-wheeled motor car, using vapor of benzine.

1886. Daimler applied his engine to a bicycle and developed novel features, notably the bubbling carburetor.
Benz developed a car with improved devices for variable speeds, reaching 15 m.p.h.

1887. Daimler brought out his first car.
Ransom E. Old's first steamer appeared, steam being generated by burning gasoline.
Radcliffe Ward's electric cab appeared, followed shortly by his electric omnibus.

1888-89. Leon Serpollet placed his flash or instantaneous generation boiler in a tricycle, then in a carriage. This boiler gave steam cars a new lease on life.

1890. Olds Gasoline Engine Works organized at Lansing, Mich., for $30,000.

1891. Clincher rim patented by Thomas B. Jeffery.

1893. First importation of an automobile in the United States—a Benz shown at the World's Fair, Chicago.

1894. First gasoline automobile driven in Detroit by Charles B. King, later with Olds.
Olds began work on his first gasoline car at Lansing, Mich., and Elwood Haynes at Kokomo, Ind.
Panhard & Levassor, Paris, with French rights on the Daimler motor, led the industry in design, placing the motor under the hood and otherwise creating a car along modern lines.
First road-race, Paris to Rouen, 78 miles. All of the starters finished. Won by de Dion with an average speed of 12mph.

1895. Olds brought out its first car powered with an internal combustion motor.
Henry Ford begins construction of a quadricycle, driven by a two-cylinder gasoline engine.
First American automobile road race, organized by the Times-Herald, Chicago, won by Duryea.
Paris-Bordeaux race, 732 miles, won by Peugeot on a technicality. Panhard finished first.
Selden Patent granted.

1897. Olds Motor Vehicle Co. organized.
Application made to British Patent Office for electric self-starter by E. J. Clubbe and Alfred W. Southey.

1898. Chambered spark plug patented by Frank W. Canfield, Michigan lumberman.
Aluminum alloy introduced by Haynes.
Electric taxicabs placed in service in New York City.

1899. Olds Motor Works organized and began building in Detroit, first factory for automobile production. This year, too, Pittsburgh Motor Vehicle Co., later Autocar, and St. Louis Motor Carriage Co., later Darris, were formed.
Automobile Club of America founded.
A Cleveland-New York record of 47 hours, 34 minutes established by Alexander Winton.

1900. First automobile advertisement placed in the Saturday Evening Post.
First automobile show held in Madison Square Garden, New York City.
National Automobile Manufacturers Assn. formed.
First American cars mounted power plant in front—Columbia, Rambler and Winton.
Packard, Oldsmobile, National, Peerless, Stearns, Knox and Baker Electric organized.

1901. Connecticut enacted the first automobile traffic law.
Roy D. Chapin (Secretary of Commerce, 1932) drove Oldsmobile curved-dash runabout from Detroit to New York City—first light car to make the trip.
First appearance of five-passenger body designs in United States.
David D. Buick established Buick Auto-Vim & Power Co., Detroit.
Notice served on Columbia by Electric Vehicle Co., that suit under Selden patent would be filed.

1902. Cadillac Automobile Co. organized.
Chrome-nickel and tungsten steels introduced.
David D. Buick adapted his marine motor to a "horseless buggy."
Steering wheel supplanting tiller steer.
Peerless first to adopt shaft drive with live rear axle.
Birth of White Steamer, Elmore two-cycle and Locomobile gas car.

1903. Buick Motor Co. organized; capital, $75,000.
One-cylinder Cadillac appeared—1,895 sold the first year.
Ford Motor Co. organized.
Auburn produced its first car, so did Apperson and Marmon.
American Automobile Assn. organized in Chicago.
Windshields, front radiators, tilted steering columns, and canopy tops appeared.
Association of Licensed Manufacturers formed to manufacture under Selden patent—ALAM.
Oldsmobile production of curved-dash runabouts reached 4,000 Automobile production in U. S. reached $6,250,000, nearly half of it being Olds.
Packard moved from Warren, Ohio, to Detroit.

1904. Cadillac Motor Car Co. organized by merger of Cadillac Automobile Co. and Leland & Faulconer.
W. K. Vanderbilt jr., drives mile on Florida beach in 39 seconds.
Innovations: straight-eight engine, shock-absorbers, pressure engine lubrication, automatic carburetors.

1905. Buick production rose to 750 cars.
First Glidden endurance contest won by Pierce-Arrow.
American Motor Car Manufacturers Assn. organized.
Knight invented sleev-valve engine.
Innovations included magneto ignition locks, roadster and touring bodies.
First Vanderbilt cup race run on Long Island; won by Heath, Panhard.

1906. Buick produced its first four-cylinder engine and first sliding gear transmission. Reo also introduced a four.
Introduction of front bumpers, vibrating horns, asbestos brake linings, high tension magnetos, drop steel frame, and air brakes.

1907. Fifth Ave. coach service inaugurated, New York City, and metered taxicabs also appeared there.
Oakland Motor Car Co., Inc., Pontiac, Mich. Thomas-Detroit introduced.
Multiple-disc clutch introduced.
Demountable rims appeared; also magnetic drag-speedometers.

1908. July 22, Fisher Body Co. organized.
Sept. 16, General Motors Co. of New Jersey organized by W. C. Durant and incorporated. Capital increased to $12,500,000 on Sept. 29.
General Motors bought Buick and Oldsmobile.
Ford Model T announced.
Appearance of motor-driven horns, sleeve-valve engines, silent timing gear chains, left-hand steering, unit power plants, and baked enamel finish.
Cadillac won the Dewar Trophy, London, for the greatest contribution to motoring for the year—interchangeability of parts.

1909. General Motors acquired Oakland, Jan. 8, and Cadillac, July 27; also control of AC Spark Plug.
Selden patent sustained by Judge Hough, United States District Court.
Indianapolis Speedway opened.
Here entered electric head-lights, electric generator, four-door bodies, oil gauges on instrument board, etc.

1910. Barney Oldfield cut automobile speed record for the mile to 40.53 seconds from a standing start at Daytona, Fla.
Buick brought out its first six-cylinder car.
Cadillac installed battery ignition.
Left hand steering introduced on Owen car.
United States Motor Car Corp., a holding company, formed by Benjamin Briscoe.
Reo Speed Wagon appears.
C. W. Nash made Buick president, succeeding W. C. Durant.

1911. Selden patent declared invalid in United States Court of Appeals, Second Circuit, Judge Noyes writing the decision.
W. C. Durant bought Flint Wagon Works, present site of Chevrolet home plant.
Little Motor Car Co. formed to build a light car at Flint, Mich.
Chevrolet Motor Co. of Michigan organized by W. C. Durant.
General Motors Export Co. organized June 14.
U. S. Tire Co. formed.
Automobile Board of Trade, now Automobile Manufacturers Assn. formed.
Knight engine makes American debut on Stearns, Stoddard, Dayton and Columbia.
Chalmers adopts air self-starter.
Electric starting device, by C. F. Kettering, installed on Cadillac. Other innovations of the year: detachable rims, worm gear drive for trucks, improved electric horns.
First automobile securities listed on New York Stock Exchange, General Motors voting trust certificates, July 31, 1911.

1912. Cadillac pioneered in installing electric self-starter as standard equipment.
Won Dewar Trophy, London, for the second time for this contribution, thee greatest of the year.
General Motors of Canada organized.
Chevrolet absorbed Little and concentrated manufacturing at Flint.
Briscoe's United States Motors goes into receivership.

1913. National Automobile Chamber of Commerce organized.
Installment paper first used in financing automobile sales—San Francisco
Nov. 18, C. W. Nash became president to General Motors in succession to Thomas Neal.
Wire wheels first used on stock cars. Bendix drive.
Ford reaches 1,000 cars a day production.

1914. Cadillac pioneered the v-type, eight-cylinder high-speed engine.
Vacuum fuel tanks made their appearance.
Dodge car brought out. Claims to have had first steel body.

1915. Chevrolet Motor Co. organized in Delaware.
James Couzens retires from Ford company.
Buick brought out its first six and Packard, a 12.
Innovations included aluminum pistons, torsional vibration damper, and self-locking differential.

1916. W. C. Durant became president of General Motors; Alvan Macauley of Packard, and C. W. Nash of Thomas B. Jeffery Co.
Oct. 13, General Motors Corp. was organized under Delaware law, to acquire all assets of the General Motors Co., a New Jersey corporation.
Fisher Body Corp. organized under New York laws.
United Motors Corp. incorporated, May 16, a merger of Hyatt Roller Bearing Co., Dayton Engineering Laboratories Co., Remy Electric Co., New Departure Manufacturing Co., Perlman Rim Corp.
Dec. 31 the subsidiaries were set up as divisions of the General Motors Corp.

1917. Jordan Templar and Columbia, new cars announced as show.
John M. Studebaker died.
General Motors Co. of New Jersey dissolved, Aug. 13.
Steel disc wheels and steel felloes for wooden wheels appeared.

1918. May 2, General Motors Corp. bought Chevrolet Motor Co.
Ethyl gasoline developed by General Motors Laboratories.
General Motors acquired United Motors Corp.; also completed ownership of McLaughlin Motor Car Co., Ltd., and Chevrolet of Canada.
E. I. du Pont de Nemours & Co. announced acquisition of 27.6 per cent interest in common stock of General Motors Corp.
General Motors of Canada, Ltd., incorporated, Oshawa, Ont.

1919. General Motors Acceptance Corp. organized.
Authorized capital stock of General Motors Corp. increased to $1,020,000,000.
Construction of General Motors Building begun in Detroit; completed in 1922, at cost of more than $19,000,000.
Three-fifths interest in Fisher Body purchased by General Motors.
White announces trucks only program. Chandler adds Cleveland line.

1920. General Motors Research Corp. incorporated.
Pierre S. du Pont became president of General Motors.
Dodge Brothers, John F. and Horace, die.
Elmer Apperson pioneer maker, dies.

1921. Executive offices of General Motors moved to New York City.
W. C. Durant retired from the directorate of General Motors, of which he had been a member since 1908 and formed Durant Motors, Inc., introducing Durant four.
Wills Sainte Claire and Duesenberg straight-eight appear.
Inter-divisional bodies set up by General Motors to integrate policies and practices.
Nickel-plated radiators and lamps.

1922. Balloon tires introduced.
George B. Selden, of Selden patent fame, dies.
Henry Ford buys Lincoln.
Jewett car added to Paige line.
Durant announces the Star.

1923. Alfred P. Sloan jr., became president of General Motors.
Cadillac adopted two-plane compensated crankshaft.
Alemite high-pressure chassis lubrication introduced.
Walter P. Chrysler became president, Maxwell Motor Co.

1924. General Motors Proving Ground purchased near Milford, Mich.
Four-wheel brakes perfected by Buick in 1923, appeared on its 1924 models.
Ethyl Gasoline Corp. formed by General Motors and Standard Oil Co. of New Jersey to market "knockless" motor fuel—component developed by General Motors Research Laboratories.
Oil filters introduced; also balloon tires.
W. S. Knudsen became president of Chevrolet.
Alexander Winton retires Winton car to work on Diesel engines.
Walter P. Chrysler introduced the Chrysler Six in the low price field with four-wheel hydraulic brakes.

1925. Yellow Truck & Coach Manufacturing Co. established.
General Motors Truck transferred to it, Aug. 13.
Fisher acquired Fleetwood.
Chrysler Corp., with Walter P. Chrysler as president and chairman of the board, organized to succeed Maxwell Motor Co.
Chrysler Corp. of Canada, Ltd., organized.

1926. Ownership of Fisher Body Corp. completed by General Motors.
E. L. Cord bought Ansted Engineering Co. and Lexington Motors Corp. of Connersville, Ind.
A. R. Erskine, head of Studebaker, gave $25,000 for Harvard traffic survey.
Safety glass introduced.
University of Michigan awarded Henry Ford doctorate in engineering because his "genius brought into being an industry that changed the world."
First Flint cars built in Durant plant at Elizabeth, N. J.
Capital of General Motors Acceptance Corp. increased to $25,000,000.
Societe Anonyme Chrysler in Antwerp, Belgium, organized.

1927. General Motors Corp. distributes to common stockholders $134,836,081, largest sum paid to date in one year by an industrial enterprise.
Ned Jordan announced the famous "Blue Boy" sport touring at $1,745.
Nash said $20,000,000 worth of its stock was owned by employes.
LaSalle introduced by Cadillac.
Chromium plating used on General Motors stock cars.
Chrysler introduced the duplex channel frame.

1928. Willys-Overland built 2,000,000th car.
Synchro-mesh transmission introduced by Cadillac.
Chrysler Corp. acquired Dodge Brothers, Inc., and commenced manufacturing Dodge cars and trucks.
Chrysler Corp. introduced two new cars, the Plymouth four and the De Soto six, and organized the Plymouth Motor Corp., De Soto Motor Corp. and Fargo Motor Corp.
Chrysler Export Corporation organized.
Coast-to-Coast bus service introduced.

1929. Hudson celebrated having built 1,779,360 cars in 20 years.
John N. Willys sold his personal interests in Willys-Overland valued at $22,000,000.
Packard adopted four-speed transmission.
Pierre S. du Pont retired as chairman of the board of directors of General Motors Corp.
K. T. Keller became president of Dodge Brothers Corp.

1930. Cadillac introduced America's first 16-cylinder engine.
Studebaker introduced free-wheeling.
First Chrysler and De Soto eights announced.
W. C. Durant back as president of Durant Motors.

1931. NACC junking plan rid trade of 360,000 units in 1930.
Buick brought out its first eight-cylinder engine.
Chrysler Corp. introduced floating power engine mountings, complete rust-proofed bodies, vacuum spark control and 14-millimeter spark plugs.
Byron C. Foy made president, De Soto Motor Corp.
J. E. Fields made president, Chrysler Sales Corp.
B. E. Hutchinson made chairman of the board, Plymouth Motor Corp.

1932. Ford started first group of retail sales-service stations in Buffalo, N. Y.
Merger of White and Studebaker assured.
Essex-Terraplane officially introduced.
Fred S. Duesenberg, builder of Duesenberg cars, killed in crash.

1933. No Draft ventilation built into all Fisher Bodies.
Knee Action installed on all General Motors cars.
Buicks-Olds-Pontiac sales plan discontinued and W. S. Knudsen, former Chevrolet president made executive vice-president of General Motors.
NRA dealer code effective.

1934. Airflow design, redistribution of weight, interlocking body and frame and synchronized front and rear springs introduced by Chrysler Corp.
1,000,000th Plymouth car completed.
D. S. Eddins made president and general manager of Plymouth Motor Corp.
M. M. Gilman became general manager at Packard—company pioneered "120."
D. E. Bates assumed presidency of Reo.
Roy Faulkner left Pierce-Arrow to return to Auburn as president.
Nicholas Dreystadt became general manager at Cadillac.

1935. Motor Vehicle Retailing Code dies. Studebaker emerges from receivership.
Chevrolet first in 1934 sales. Malcolm Campbell sets new speed mark of 276.8 m.p.h. Show dates changed from January to November 2. R. F. Black heads White company. Ford restores $6 a day wage scale. Packard shipment breaks all company records. Ford introduces Lincoln-Zypher. K. T. Keller made president of Chrysler Corp. William B. Stout introduces Scarab. Chevrolet opens Baltimore assembly plant. Supreme Court invalidates NRA. Wagner Labor bill signed by President Roosevelt. Andre Citroen dies in France. John N. Willys dies in New York. Auburn revives front-drive Cord. Steel tops introduced. Graham offers supercharger in low-priced field.

1936. Reductions in monthly payments and cut in time-payment interest taps broader market.
Concerted drives by manufacturers, including revival of the junking plan, cut mounting used car stocks.
General Motors opens Los Angeles assembly plant costing $2,500,000.
Chrysler Corp.'s production of passenger cars and trucks exceeded for the first time one million.
New De Soto plant opened.
Chrysler Corp. distributed $8,200,000 in bonuses to its employes.
Labor rumblings start in automotive plants.

Who's Who

(*Continued from Page* 108)

PERFECTION GEAR CO., Harvey, Ill. Differential ring and pinion gears, transmission gears, clutch plates and clutch service parts, timing gears, timing chains, flywheel gears, valve springs and cylinder heads. David H. Daskal, pres., gen. mgr., pur. agt.; Geo. H. Daskal, secy., chief engr.; David Davis, treas.; S. R. Wolff, sales mgr., adv. mgr. **Det. Rep.**—Sam Slomo, Harvey, Ill. **Adv. Agcy.**—Arthur R. Mogge, Inc.

PERFECTION STEEL BODY CO., Galion, O. Hand, gravity and hydraulic hoists, steel dump bodies, steel platform, express and pick-up bodies, third axle units (Ford and Chevrolet). Harry Cohen, pres.; Ralph Cohen, secy.-treas.; V. L. Farnsworth, sales mgr., adv. mgr.; Perry Brick, chief engr. **Adv. Agcy.**—Morgan Adv. Co., Mansfield, O.

PERFEX RADIATOR CO., Milwaukee. Engine cooling radiators. Julius K. Luthe, pres.; Robert W. Wilson, vice-pres.; L. J. Burlingame, secy.; Glen G. Holt, sales mgr.; L. Kleinhans, pur. agt.

PERMATEX CO., Inc., 1720 Avenue Y, Sheepshead Bay, Brooklyn, N. Y. Polishes. Constant A. Benoit, pres.; Ernst G. Heeren, secy.; Herman C. Fuchs, treas.; Henry J. Enders, gen. mgr.; Joseph A. Lee, sales mgr.; William B. Corbett, pur. agt. **Det. Rep.**—G. E. Brennan, 3795 W. Philadelphia ave.

PERRINE QUALITY PRODUCTS CORP., Waltham, Mass. Storage batteries. Lester Perrine, pres., treas. and sales mgr.; M. A. Goldsmith, asst. treas., pur. agt. and adv. mgr.; H. D. Stanley, chief engr.

PERSONS-MAJESTIC MFG. CO., 54-72 Commercial st., Worcester, Mass. Truck and bus reflectors, electric sirens, exhaust extensions, fog, ditch and road lamps, fender flaps, truck mirrors, tow ropes. Charles A. Persons, pres., treas.; K. A. Brooks, secy.; Alex M. Persons, sales mgr., adv. mgr.; J. A. Amberg, pur. agt. **Det. Rep.**—C. J. Brophy, 1539 Garland ave.

PETERS & RUSSELL, Inc., 350 S. Center, Springfield, O. Trunk racks and luggage carriers, defrosting fans, grill guards, horn rings, exhaust deflectors, 6-volt D.C. motors. L. E. Russell, pres., gen. mgr., sales mgr.; S. L. Tatum, secy.; A. A. Russell, treas.; G. E. Peters, chief engr.; D. R. Roller, pur. agt.; R. C. Carr, adv. mgr. **Det. Rep.**—Roy Hood, 403 W. Baltimore, Detroit. **Adv. Agcy.**—Sun Adv. Co., Toledo, O.

PETROLEUM SOLVENTS CORP., 41-32 27th st., Long Island City, N. Y. Penetrating oils and anti-freeze. L. A. Staff, pres., sales mgr.; S. V. Hirschman, pur. agent, adv. mgr., secy.-treas.; W. O. Hebler, chief engr. **Adv. Agcy.**—Picard Advertising Inc., New York, N. Y.

PHINNEY-WALKER CO., Inc., 30 Irving pl., New York. Automobile clocks. C. E. Perry, pres., treas.; J. P. Ambrose, secy., gen. mgr., sales mgr., pur. agt. **Det. Rep.**—Harry H. Mundy, 15 Kirby E., Detroit.

PICK MFG. CO., West Bend, Wis. Hub caps, brake bands, brake shoes, door handles, universal joints and water pumps. Carl Pick, pres., treas.; Andrew Pick, vice-pres.; Carl Rix, secy.; Arthur W. Jonas, sales mgr.; A. W. Weasler, mgr.; Andrew Meyer, plant supt.

PIERCE AIRO, Inc. (DeWald Radios), United Scientific Laboratories, Inc., 510 Sixth ave., New York. Radio receivers, variable condensers, call systems. David Wald, pres., treas., gen. mgr.; Louis N. Weiss, vice-pres., sales mgr.; Solomon Wald, secy.; Marcus Glaser, chief engr.; J. J. Lax, pur. agt. **Adv. Agcy.**—Hart Lehman, 1 W. 34th st., New York City.

PIERCE-ARROW MOTOR CORP., 1695 Elmwood ave., Buffalo, N. Y. Automobiles and buses. A. J. Chanter, pres. and gen. mgr.; M. C. Ewald, secy.-treas.; L. F. Maurer, chief engr.; B. H. Warner, prod. mgr.; H. Kunold, chass. engr.; L. P. Schubert, body engr.; R. Snyder, exp. engr.; R. B. Miller, pur. mgr.; T. J. O'Rourke, asst. to pres.; G. D. Aberdeen, asst. sales mgr.; A. L. Frank, ex. sales mgr. **Adv. Agcy.**—Baldwin & Strachan, Inc., Buffalo, N. Y.

PIER EQUIPMENT MFG. CO., 1220-30 Milton st., Benton Harbor, Mich. Battery: chargers, merchandising equipment, testers; rectifiers, welding equipment. E. C. Fieberts, pres., gen. mgr.; U. S. Dunn, secy., chief engr.; L. J. Hennes, asst. treas.; F. C. Walter, sales mgr.

PILGRIM TRAILER CO., Newton Falls, O. House trailers. F. A. Pilgrim, owner; G. H. Percival, sales mgr.

WILLIAM PIKE CO., Inc., 319 Woodward, Detroit, Mich. Scales, factory trucks and skids, casters and wheels. William Pike, pres., treas., gen. mgr.; J. Thurber Wing jr., secy.; William J. Thompson, sales mgr.; C. M. Viering, pur. agt.

PINES WINTERFRONT CO., 1135 N. Cicero ave., Chicago. Radiator shutters, automatic and manual for cars, trucks and tractors; also metal stampings. B. F. Stein, pres.; S. Sidney Stein, secy.; L. E. Nobert, treas.; R. F. Cohn, gen. mgr.; H. H. Crawford, sales mgr., adv. mgr.; Wm. C. Agerell, chief engr.; Leland A. Page, pur. agt. **Det. Rep.**—H. H. Crawford, 2234 Virginia Park. **Adv. Agcy.**—Roche, Williams & Cunnyngham, 310 S. Michigan ave., Chicago.

(See display advertising index)

PIONEER TRAILER CO., 422 Bond ave., N. W., Grand Rapids, Mich. House, custom and toy trailers. W. I. Bergman, pres., treas., genl. mgr., chief engr.; C. W. Kimball, sec'y., sales mgr., pur. agent, adv. mgr. **Adv. Agcy.**—Toren Printing Co., Grand Rapids, Mich.

PITTSBURGH FORGINGS CO., Coraopolis, Pa., and Jackson, Mich. Auto hubs (Michigan plant), auto parts (Coraopolis plant), Edwin Hodge, jr., pres.; J. C. Bane, jr., secy.; W. H. McGary, treas.; R. A. Mitchell, gen. mgr.; W. H. Stocking, sales mgr., adv. mgr.; S. B. Davidson, chief engineer; S. W. Menzies, pur. agt. **Det. Rep.**—G. E. Villerot, S-254 General Motors bldg.

PITTSBURGH PLATE GLASS CO., 2300 Grant bldg., Pittsburgh, Pa. Safety: plate glass, sheet glass; automotive finishes, store front, metal mirrors, skylight glass, building glass, paints, varnishes, brushes, linseed oil, cement floor paint, lacquers, enamels, sheet glass. H. S. Wherrett, pres.; C. S. Lamb, secy.; F. W. Currier, treas.; F. W. Judson, sales mgr.; H. S. Heichert, chief engr.; J. A. Bechtel, pur. agt.; E. L. Patton, adv. mgr. glass div.; E. J. Allen, adv. mgr., paint div. **Det. Rep.**—R. S. Wessels, 6045 Hamilton ave. **Adv. Agcy.**—Batten, Barton, Durstine & Osborn, Pittsburgh, Pa.

PLOMB TOOL CO., 2209 Santa Fe ave., Los Angeles, Calif. Automotive tools. M. B. Pendleton, vice-pres., gen. mgr.; C. H. Williams, pres.; H. I. McConnell, secy.-treas.; E. D. Moore, sales mgr., adv. mgr.; J. L. Larsen, pur. agt.; Wm. Konow, chief engr.

PLYMOUTH MOTOR CORP., a division of Chrysler Corp., 10060 Mt. Elliott ave., Detroit, Mich. Plymouth Six and Deluxe Plymouth Passenger cars, and Plymouth commercial cars. B. E. Hutchinson, chmn. of bd.; D. S. Eddins, pres. and gen. mgr.; P. C. Sauerbrey, vice-pres. in chge. of mfg.; H. G. Moock, vice-pres., W. W. Romaine, dir. of adv. and sales prom.; J. D. McCrimmon, dir. of serv.; K. G. Pound, dir. of dist. **Adv. Agcy.**—J. Stirling Getchell, Inc., 405 Lexington Ave., New York, N. Y.

(See display advertising index)

P. O. B. MFG. CO., Inc., Parkway at 14th st., Cincinnati, O. Harry Glascock, pres.; B. D. Donovan, pur. agt. **Adv. Agcy.**—Midland, Cincinnati, O.

JOSEPH POLLAK CORP., 79-85 Freeport st., Boston, Mass. Tail lamps, warning signals, connectors, switches, etc. J. Pollak, pres., adv. mgr.; G. Hemmer, secy.-treas.; H. Brandt, gen. mgr., sales mgr.; W. Pollak, chief engr., pur. agt. **Det. Rep.**—H. Glenn Johnston, 12-216 Gen. Mtrs. bldg.

POLSON RUBBER CO., Garrettsville, O. Automobile inner tubes for passenger cars and trucks. H. B. Polson, pres.; R. D. Woolery, secy.-treas., gen. mgr.; Paul A. Polson, vice-pres., sales mgr.; R. H. Reynolds, pur. agt.; John W. McConnell, adv. mgr. **Det. Rep.**—R. H. Mayer, 10373 American ave.

PONTIAC MOTOR, Div. General Motors Sales Corp., Oakland ave., Pontiac, Mich. Pontiac sixes and eights. H. J. Klingler, pres., gen. mgr.; H. J. Schmidt, treas.; B. H. Anibal, chief engr.; W. R. Milner, body engr.; C. E. Summers, chassis engr.; W. H. Manning, experimental engr.; P. H. MacGregor, prod. mgr.; F. W. Mowbray, plant supt.; F. A. Berend, pub. relations dir., adv. mgr.; E. B. Rogers, traffic mgr.; H. J. Schmidt, compt.; F. J. McLaughlin, pur. agt.; C. P. Simpson, sales mgr.; V. L. Murray, asst. sales mgr. for west; D. U. Bathrick, asst. sales mgr. for east; S. C. Bray, sales prom. mgr.; B. G. Manley, car dist.; Gen. Motors Export Co., export sales mgr.; L. K. Marshall, serv. mgr.; J. H. Otis, parts and accessory mgr.; F. A. Berend, adv. and pub. dir. **Adv. Agcy.**—MacManus, John & Adams, Inc., Detroit.

(See display advertising index)

PORTER, H. K., Inc., 6 Ashland st., Everett, Mass. Bolt clippers, side cut, center cut, end cut, angular cut, swivel head, compact; nut splitters, chain cutters, wire cutters, shears. H. W. Porter, pres.; James Geddes, treas. **Adv. Agcy.**—Callaway Associates, Inc., Boston, Mass.

POTTER CO., 1950 Sheridan rd., North Chicago, Ill. Fixed condensers, automotive parts (generators, armatures, field coils and ignition condensers). E. F. Potter, pres., treas.; E. W. Lincoln, vice-pres.; R. T. Mack, secy.; D. Davidson, export; F. C. Valentine, Fort Wayne, Ind., covers Michigan, condensers; W. R. Vick, 1239 Overlook rd, Lakewood, O., covers Michigan, automotive. **Adv. Agcy.**—Potter Co., North Chicago, Ill.

(*Continued on Next Page*)

Network Expenditures of Individual Advertisers of Automotive Accessories and Tires—1934-1936

Advertiser	Total 1934	Total 1935	Total 1936
A. C. Spark Plug Co.	$150,120	.....	.....
Firestone Tire & Rubber Co.	415,163	$496,557	$511,506
General Tire Co.	203,314	.....	.....
B. F. Goodrich Co.	83,929	200,244	.....
Goodyear Tire	.....	.....	135,748
S. C. Johnson Co.	11,150	66,432	146,617
Perfect Circle Co.	46,345	.....	.....
Sealed Power Corp.	76,780	.....	.....
Western Auto Supply	.....	.....	15,288
Total	$986,801	$763,233	$815,759

These figures represent expenditures for facilities only. They do not include talent costs.

Your LOCAL DEALERS and DISTRIBUTORS

will recommend

WNAC *or* WABB

IN BOSTON

● Key station of the Yankee Network. ● NBC Red Network outlet. ● Blankets the 80 cities and towns of the Metropolitan Boston area, serving more than 2,300,000 population, including 433,298 passenger automobile owners. ● By every independent survey ever made—house-to-house, co-incidental telephone or audiometer—WNAC has led all Boston stations in all-day average of listeners. ● Commands 22.0% more listeners than the first competing outlet—43.2% more listeners than the second competing outlet. ● First in showmanship on the strength of Yankee Network News Service and other popular programs originating in WNAC studios. ● First in dealer acceptance by actual volume of *local contracts.*

● Key station of the Colonial Network. ● Mutual Broadcasting outlet. ● New England's outstanding sports station, featuring play-by-play broadcasts of major league baseball games, collegiate and professional football, boxing, wrestling, hockey, racing broadcasts from local tracks and race results from tracks throughout the country. ● Commands in Boston more listeners than any other local station, exclusive of major network stations. ● Has 20.3% more listeners than first competing outlet—118.3% more listeners than second competing outlet, based on audiometer (mechanically recorded) survey. ● Provides complete low-cost coverage of the entire Metropolitan Boston area. ● Among local stations (as distinguished from major network stations) carries largest volume of local business by wide margin.

WEAN

IN PROVIDENCE

● The Yankee Network's Providence station. ● Basic station of the National Broadcasting Company Blue Network. ● Official State of Rhode Island station. ● Carries Yankee Network exclusive features, including Yankee Network News Service, play-by-play broadcasts of American and National league baseball games, intercollegiate football games, and other leading sports events—dance pickups and educational features. ● Most popular Providence station, as determined by Ross Federal telephone survey. Serves a population of 993,808, including 187,411 passenger automobile owners. ● Leads in local acceptance as shown by largest volume of local business. In radio, the dominant sales influence in Rhode Island.

WICC

IN BRIDGEPORT *and* NEW HAVEN

● Basic station of the NBC Blue Network and the Yankee Network's outlet in Bridgeport and New Haven. Also an affiliate of Colonial Network. ● The dominant station of Southern Connecticut, serving the area where 53.3% of Connecticut's retail sales are made. Serves a population of 1,055,879, including 206,951 passenger automobile owners. Connecticut is the fourth state in the country in population density; and more than half of this population and more than half the taxable property are concentrated within WICC's intensive listening area. WICC has the strongest signal in seventeen of the twenty-four cities and towns of Fairfield and New Haven Counties. No national compaign is complete without WICC —first in local acceptance in Southern Connecticut's $158,319,000 retail market.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Representatives

General Motors Building, DETROIT - *Phone* Madison 1035

NEW YORK CHICAGO SAN FRANCISCO

Expenditures in Farm Papers, 1930-1936

TOTAL ADVERTISING EXPENDITURES OF TIRE MANUFACTURERS IN 41 FARM PAPERS BY YEAR

(Compiled by Gordon S. Broholm, Midwest Farm Paper Unit)

	1930	1931	1932	1933	1934	1935	1936
Corduroy	$—	$—	$—	$—	$ 19,275	$—	$—
Firestone	164,797	302,098	193,197	63,668	122,668	276,407	275,772
Gillette	6,424	7,147	—	—	—	7,721	19,026
Goodrich	129,076	71,890	81,510	67,073	64,243	73,907	109,658
Goodyear	161,490	103,864	246,606	174,434	207,239	173,020	363,137
Kelly-Springfield	96,295	28,898	—	24,200	19,700	9,000	680
Montgomery-Ward	87,292	—	70,177	—	—	—	—
National Tire Stores	—	—	—	26,352	—	—	—
Sears-Roebuck	—	8,100	678	—	1,195	3,244	5,522
Seiberling	—	—	—	—	—	—	302
U. S. Rubber	49,824	16,320	25,057	13,500	15,089	53,366	47,676
Western Auto	—	—	—	—	—	—	7,589
TOTAL	$695,198	$538,318	$617,225	$369,227	$449,409	$596,665	$829,362

TOTAL ADVERTISING EXPENDITURES OF PASSENGER CAR AND MOTOR TRUCK MANUFACTURERS IN 41 FARM PAPERS BY YEAR

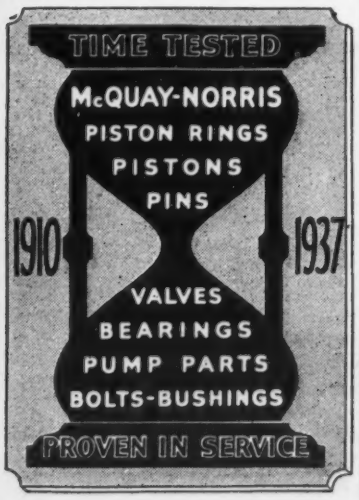
(Compiled by Gordon S. Broholm, Midwest Farm Paper Unit)

PASSENGER CARS	1930	1931	1932	1933	1934	1935	1936
Buick	$ 297,504	$106,348	$ 54,320	$ 52,459	$ 21,298	$ 1,176	$ 17,550
Chevrolet	233,735	140,704	25,732	61,151	56,531	72,129	85,164
Chrysler	55,538	63,967	18,173	5,319	4,500	2,500	21,976
Dodge	166,478	80,891	36,841	43,962	67,121	95,943	99,107
Ford	214,363	151,795	68,610	1,246	87,806	177,336	142,985
Hudson-Terra.	82,480	58,480	32,640	21,640	—	47,400	58,268
Nash-Lafayette	54,220	—	—	—	—	—	12,051
Oldsmobile	15,973	32,640	—	10,900	—	—	—
Plymouth	57,698	103,795	32,640	62,329	113,646	168,236	217,888
Pontiac	194,732	41,321	—	28,602	57,799	—	—
Reo	—	—	—	—	—	—	196
Studebaker	—	—	—	—	—	9,000	26,850
Willys-Overland	—	—	—	—	—	—	112
TOTAL	$1,372,721	$779,941	$268,956	$287,608	$408,701	$573,720	$682,097
MOTOR TRUCKS							
Chevrolet	$ 73,099	181,101	$ 43,224	$ 9,865	$135,064	$ 99,091	$120,425
Ford	250,503	290,549	86,243	—	102,872	127,590	147,672
Dodge	91,997	68,522	18,177	48,467	45,852	104,249	105,327
International	145,443	149,245	49,174	61,224	71,539	118,412	130,301
Reo	99,376	73,692	—	—	19,509	29,628	11,414
General Motors	21,808	20,798	—	—	—	—	31,897
Studebaker	—	16,644	2,184	—	—	—	—
TOTAL	$ 682,226	$800,551	$199,002	$119,556	$374,836	$478,970	$547,036

Farmers' Income From Marketing, U. S. Payments

Cash Income From Farm Marketing and Government Payments 1932 Through 1936

1932	$4,328,000,000
1933	5,117,000,000
1934	6,348,000,000
1935	7,090,000,000
1936	7,865,000,000
Total Five Years	$30,748,000,000



Farm Income from Sales

Farm Income from Sales of 33 Leading Products and AAA Payments (Thousands of Dollars—000 Omitted) JANUARY-DECEMBER

State	1934	1935	1936
Alabama	$ 107,097	$ 108,026	$ 103,898
Arizona	33,351	49,953	44,431
Arkansas	114,157	116,483	114,669
California	421,942	492,446	549,965
Colorado	85,141	105,911	123,358
Connecticut	35,701	40,439	42,555
Delaware	11,776	13,905	14,905
Florida	92,034	90,197	99,681
Georgia	123,403	123,397	135,976
Idaho	70,975	78,654	87,570
Illinois	312,700	378,146	453,059
Indiana	185,874	238,300	266,150
Iowa	420,126	494,122	561,430
Kansas	249,455	274,550	298,806
Kentucky	97,279	131,969	122,790
Louisiana	91,471	118,270	105,345
Maine	41,579	33,324	50,479
Maryland	51,850	60,544	65,971
Massachusetts	41,511	48,374	51,135
Michigan	147,958	172,105	193,567
Minnesota	225,953	277,627	345,052
Mississippi	127,345	130,348	157,075
Missouri	196,424	244,601	258,631
Montana	79,626	100,545	80,595
Nebraska	241,118	239,728	270,972
Nevada	7,628	10,383	10,765
New Hampshire	14,699	16,601	16,918
New Jersey	64,049	72,417	78,334
New Mexico	39,956	38,160	42,482
New York	220,520	234,082	272,442
North Carolina	226,542	215,330	200,960
North Dakota	99,157	93,093	94,297
Ohio	212,298	277,681	291,644
Oklahoma	140,017	167,998	145,269
Oregon	64,112	81,823	87,628
Pennsylvania	187,193	212,916	229,052
Rhode Island	6,192	7,270	8,069
South Carolina	94,891	96,257	91,296
South Dakota	78,718	92,910	103,972
Tennessee	96,093	107,930	108,419
Texas	426,241	417,845	430,637
Utah	28,701	35,707	39,767
Vermont	27,430	32,441	32,978
Virginia	88,847	100,927	103,208
Washington	115,323	138,794	135,722
West Virginia	28,420	34,036	34,343
Wisconsin	199,715	250,428	303,727
Wyoming	35,595	42,683	46,884
TOTAL	$6,108,183	$6,939,676	$7,506,878

Who's Who

(Continued from Previous Page)

POTTER & JOHNSTON MACHINE CO., 1027 Newport ave., Pawtucket, R. I. Automatic chucking and turning machines, automatic milling machines and universal shapers. W. Wallace Potter, pres., treas., gen. mgr.; Norman R. Earle, sales mgr.; Myron S. Curtis, chief engr.; Thayer Durell, pur. agt. Det. Rep.—Potter & Johnston Mch. Co., 3962 Cass ave., G. Tell DuBois, mgr.

POWELL MUFFLER CO., Inc., 729 Broad st., Utica, N. Y. Mufflers, exhaust, bent tail pipes, bent exhaust pipes, rubber spring bushings, rubber motor mountings. Herbert S. Powell, pres., treas., gen. mgr.; Ray Calhoun, secy., pur. agt.

POWELL PRESSED STEEL CO., Hubbard, O. Small and large stampings, material handling equip. and advertising metal displays. W. J. Powell, pres., gen. mgr.; E. J. Powell, secy., chief engr.; W. S. Davis, treas.; H. S. Wylde, sales mgr., pur. agt., adv. mgr. Det. Rep.—Material handling equip., W. T. Keller, 7310 Woodward ave.; stampings, G. W. Van Syoc, 5-121 General Motors bldg.

PRATT & WHITNEY, Div. of Niles-Bement-Pond Co., 436 Capitol ave., Hartford, Conn. Machine tools, Keller machines, small tools, gages, electro-limit gages. Clayton R. Burt, pres., gen. mgr.; E. L. Morgan, secy.-treas.; W. P. Kirk, mgr. machy. sales.; A. S. Keller, mgr. Keller sales; A. H. d'Arcambal, small tool and gage sales mgr.; Carrol Knowles, chief engr.; H. H. Wallace, pur. agt.; H. D. Tanner, mgr. machy. dept.; C. M. Pond, mgr. small tool and gage dept.

PRATT, WM. E., MFG. CO., Joliet, Ill. Malleable iron castings, hardware specialties, taper roller bearings. Wm. E. Pratt, pres.; W. C. Manthey, vice-pres.; T. D. Thomas, secy.-treas.; J. D. Millar, asst. secy.; A. F. Boehm, asst. treas., pur. agt.; T. M. Jordan, sales mgr; W. C. Tyler, chief engr.; R. S. McIntosh, adv. mgr. Det. Rep. — R. H. Walrad, 3223 Calvert st.

PREMIER RUBBER MFG. CO., 1 Edmund st., Dayton, O. Hard and soft rubber molded and lathe cut and punched parts. Joseph Westendorf, pres., secy.-treas., gen. mgr.; Louis Jacobs, sales mgr.; Raymond Jacobs, chief engr., pur. agt. Det. Rep.—Wm. H. Fitzgerald, 2-265 Gen. Mtrs. bldg.

PRESSURE CASTINGS, Inc., 12415 Euclid ave., Cleveland, O. Die castings in zinc and aluminum alloys, auto parts and electrical parts. Geo. H. Ralls, pres., sales mgr.; David Benjamin, secy.-treas.; L. J. Tischler, prod. mgr.; J. Obermayer, chief engr.; J. A. Rein, pur. agt.

PREST-O-LITE STORAGE BATTERY CORP., Speedway st., Indianapolis, Ind. Storage batteries, Prest-O-Grills for outdoor cooking. J. H. McDuffee, pres., gen. mgr.; Frank H. Landwehr, secy.; J. B. Fenner, treas.; H. E. Kornitch, sales mgr.; H. D. Wilson, chief engr.; R. A. Nowlan, pur. agt. Det. Rep.—W. W. Pennington, 6154 Hamilton ave. Adv. Agcy.—Sidener VanRiper & Keeling, Indianapolis, Ind.

(See display advertising index)

PRICE BATTERY CORP., Trenton ave. and Ontario st., Philadelphia, Pa. Storage batteries. W. F. Price, pres.; T. A. Larkin, asst. treas.; G. S. Biles, gen. mgr.; R. E. Hoeltzel, adv. mgr., sales mgr.; A. Andreason, pur. agt.; S. Dershwin, export mgr. Adv. Agcy.—B. W. Stelle, Inc., 1623 Walnut st., Philadelphia, Pa.

PROOF MACHINE & BRASS FOUNDRY CO., 936 E. 72nd st., Cleveland, O. Battery cables, terminals. James Plachy, pres., gen. mgr., sales mgr., pur. agt.; Joseph Palfy, secy.-treas. Adv. Agcy.—Powers House Co., Cleveland, O.

PROTECTION PRODUCTS CO., 615 N. Aberdeen st., Chicago. Automotive seat covers. J. W. Osten, pres., treas.; G. L. Turnquist, secy.; F. W. Zimmerman, sales mgr.; T. A. Sullivan, pur. agt. Det. Rep.—R. S. Staples, 8-255 Gen. Mtrs. bldg.

PURFEX MFG. CO., Inc., 1724 Fairmount ave., Philadelphia, Pa. Motor oil and lubricants, brake and shock fluid. J. Wm. Nock, pres.

PYRENE MFG. CO., 560 Belmont ave., Newark, N. J. Fire extinguishers, tire chains. E. A. Clapp, pres., treas.; E. G. Weed, vice-pres., secy.; E. J. Waring, vice-pres., gen. mgr.; G. H. Boucher, gen. sales mgr., adv. mgr.; Wm. Res, chief engr.; H. L. Friedauf, pur. agt. Det. Rep.—Bruce Fleming, 6422 Cass ave.

Q

QUAKER STATE OIL REFINING CO., Oil City, Pa. Motor oils and lubricants. S. Messer, pres.; J. D. Berry, vice-pres.; C. D. Berry, treas.; G. B. Hunter, secy.; J. M. Koch, vice-pres., sales mgr.; H. H. Lowrie, pur. agt.; H. S. Morris, adv. mgr. Adv. Agcy.—Kenyon & Eckhardt, 247 Park ave., New York.

(See display advertising index)

QUAKER TRAILER CO., 1317 N. Board st., Philadelphia, Pa. Camp trailers, utility trailers. H. T. Larsalere, pres.; M. R. Morgan, secy.-treas.; R. M. Bakestraw, gen. mgr.; B. S. Favorite, sales mgr., adv. mgr.; M. F. Davis, chief engr., pur. agt. Adv. Agcy.—Robert M. Clutch Co., 121 N. Broad st., Philadelphia, Pa.

R

RADBILL OIL CO., Third & Berks st., Philadelphia, Pa. Packaged motor oil. Samuel Radbill, pres.; Owen F. Thompson, mer. mgr.; Lawrence Frankel, gen. mgr., pur. agt.; George Fisher, sales mgr. automotive div.; J. F. Cake, chief engr.; D. C. Brient, adv. mgr. Adv. Agcy.—Harry Feigenbaum, Widener bldg., Philadelphia, Pa.

RADIATOR SPECIALTY CO., Dowd rd., Charlotte, N. C. Solder seal radiator repair, super solvent, anti rust, Perfo upholstery cleaner. I. D. Blumenthal, pres., gen. mgr.; H. F. Meltzner, treas.; E. T. Carney, sales mgr.; F. Gelder Robinson, adv. mgr. Adv. Agcy.—Gottschaldt-Humphrey, Inc., Atlanta, Ga.

JOHN F. RAHN, 1330 N. Central ave., Chicago, Ill. Sign letter patterns.

RAINBOW TRAILER CO., 3116 Main st., Kansas City, Mo. Coach trailers. Jack V. Elliot, owner.

RAJAH CO., 53 Locust ave., Bloomfield, N. J. Spark plugs, terminals, bakelite hoods, rubber safety nipples. Robert A. Bell, pres., sales mgr., adv. mgr.; Elizabeth G. Keeler, secy.; George Berthold, treas., chief engr.; James S. Phelps, pur. agt. Adv. Agcy.—Albert Frank, Guenther Law, 131 Cedar st., New York City.

RAMSEY ACCESSORIES MFG. CORP., 3893 Forest pk., St. Louis, Mo. Piston rings, piston expanders. J. A. Ramsey, pres., L. A. Ramsey, secy.-treas.; Harvey Stout, sales mgr.; C. A. Marien, chief engr.; W. G. Myers, adv. mgr. Adv. Agcy.—H. W. Kastor & Sons, Chicago, Ill.

RAYBESTOS DIVISION OF RAYBESTOS-MANHATTAN, Inc., 1427 Railroad ave., Bridgeport, Conn. Brake lining, clutch facings brake service equipment, automotive asbestos packings, rivets, wheel pullers. Sumner Simpson, pres.; Morton F. Judd, secy. and gen. mgr.; Fred Curtis, treas.; Robt. B. Davis, gen. sales mgr.; F. C. Stanley, PH.D., chief engr.; Jos. D'Louhy, pur. agt.; C. O. Sacks, adv. mgr. Det. Rep.—H. C. Dishman, 620 Fisher bldg. Adv. Agcy.—Bridgeport Advertising Agency, Railroad ave. and Bostwick ave., Bridgeport, Conn.

RAY-DAY PISTON CORP. OF DETROIT. 6656 Walton ave., Detroit. Pistons. Ray E. Day, pres.; J. M. Ready, treas.; E. R. L. Boyd, sales mgr.; Wm. Boustead, chief engr.; Jos. Haller, pur. agt.

RAYMOND MFG. CO., Corry, Pa. Springs and small stampings. F. L. Raymond, pres.; F. E. Whittlesey, treas., gen. mgr., gen. adv. mgr.; J. A. Cassidy, sales mgr., adv. mgr., mdse. div.; C. H. Holden, pur. agt.; Edw. Felt, chief engr.

RAYMOND PRODUCTS CO., Inc., 1200 Rust ave., Saginaw, Mich. Coach trailers. C. E. Raymond, pres., gen. mgr.; H. W. Longworth, sales mgr., adv. mgr., secy.; E. E. Raymond, chief engr., pur. agt., treas. Det. Rep.—Hugh Simmons, 19042 W. Warren. Adv. Agcy.—Jaqua Co., Grand Rapids, Mich.

RAY-O-VAC CO., 2317 Winnebago st., Madison, Wis. Dry batteries of all kinds. W. W. Cargill, pres., gen. mgr.; E. J. B. Schubring, vice-pres., legal counsel; D. W. Tyrrell, vice-pres.; W. A. Hastings, secy.-treas.; E. B. Ott, asst. secy.; A. C. Morgenson, asst. treas.; I. K. Fearn, sales mgr., adv. mgr.; L. G. Berigan, pur. agt.; Ralph Ramsay, chief engr. Det. Rep.—H. B. Hileman, care Lancaster Carbon Co., P. O. Box 207, Lancaster, O.

READING CHAIN & BLOCK CORP., 2100 Adams st., Reading, Pa. Chain hoists-trolleys, chains; electric hoists, T-Rail systems and monorail. Frank H. Howard, pres.; Fred A. Howard, vice-pres., gen. mgr., pur. agt.; Philip K. Howard, vice-pres.; Frank M. Howard, secy.; Ira J. J. Reber, treas.; E. I. Huff, chief engr. Det. Rep.—Kurth-Hanson, Inc., 14261 Birwood ave. Adv. Agcy.—Foltz-Wessinger, Lancaster, Pa.

REEVES PULLEY CO., Columbus, Ind. Variable speed motor drives, variable speed transmissions, variable speed motor pulleys, power transmission specialties. G. L. Reeves, pres.; Paul B. Reeves, vice-pres., chief engr.; Carl M. Reeves, vice-pres., sales mgr.; R. F. Reeves, secy.-treas. Det. Rep.—R. H. McLean. Adv. Agcy.—The Caldwell-Baker Co., Inc., Indianapolis.

RELIABLE JACK CO., 1401 W. Second st., Dayton, O. Jacks. W. B. Runyan, pres.; R. G. Fisher, secy.; C. E. Swank, treas.; J. W. Fribley, sales mgr., adv. mgr.; F. B. Copeland, chief engr. Det. Rep.—Geo. W. Wiard, 12007 Linwood ave. Adv. Agcy.—Richardson-Oswald, Cleveland, O.

RELIABLE MACHINE SCREW CO., 123 Sussex ave., Newark, N. J. Coupler, screw machine products. Edmund L. Weston, pres., gen. mgr.; Herbert M. Robinson, vice-pres., engr. in chg. of sales; Fred B. Williamson, treas.

RELIANCE TRAILER & TRUCK CO., Inc., Trailer div. & office, 2765 16th st., body div., 2020 Folsom st., San Francisco, Cal. Trailers, semi-trailers, dump bodies, commercial bodies. John R. Konetsky, pres.; A. R. Konetsky, secy.-treas., pur. agt.; M. T. Konetsky, gen. mgr., chief engr.; W. E. Tice, adv. mgr., sales mgr.

RENOWN STOVE CO., 1000 W. Exchange, Owosso, Mich. Oil burning camp trailer heater. J. L. Ellis, pres.; B. A. Nagelvoort, secy.-treas., gen. mgr.; W. A. Cooper, sales mgr.; N. F. Heym, chief engr.; H. E. Euck, pur. agt. Adv. Agcy.—J. O. Buckeridge, Inc., Detroit, Mich.

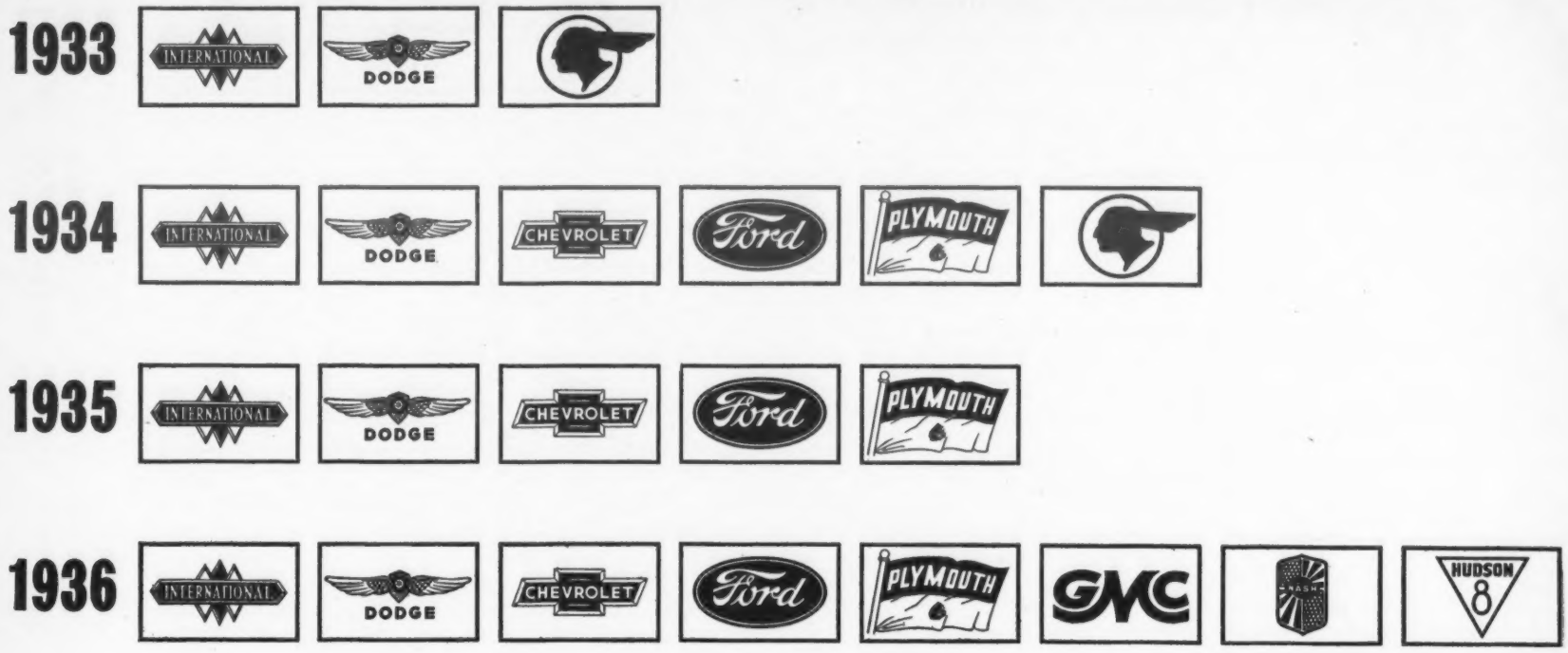
REO MOTOR CAR CO., 1331 S. Washington ave., Lansing, Mich. Reo Speed deliveries, Reo Speed wagons, Reo heavy duty trucks, Reo safety busses. Don E. Bates, pres., gen. mgr.; Geo. E. Smith, vice-pres., asst. gen. mgr., pur. agt.; Geo. L. Brown, secy.-treas.; Elijah G. Poxson, sales mgr.; G. W. Thomas, chief engr.; T. F. Cullen, adv. mgr.; D. C. Streeter, service mgr. Adv. Agcy.—Maxon, Inc., Detroit, Mich.

(See display advertising index)

REPUBLIC RUBBER DIV. LEE RUBBER & TIRE CORP., Albert st., Youngstown, O. Molded rubber goods, extruded rubber goods, radiator hose, hydraulic brake hose, compartment mats, sponge rubber products, industrial hose, industrial belting, industrial packing. John J. Watson, pres.; E. M. Ikirt, asst. treas.; A. A. Garthwaite, gen. mgr.; H. P. Schultz, sales mgr.; C. E. McCormick, chief engr.; P. S. Kirchner, pur. agt. Det. Rep.—E. J. Schwartz, 801 New Center bldg., Detroit. Adv. Agcy.—Meek & Wearstler, Inc., Youngstown, O.

REPUBLIC STEEL CORP., Republic bldg., Cleveland O. Alloy steel, carbon, chrome, molybdenum, manganese, nickel & vanadium; automotive bolts, all styles; burrs, iron, open

(Continued on Page 123)



The emblems you see here are those of passenger car and motor truck advertisers in Midwest Farm Papers in the year indicated.

When the Leaders Pick Them . . . *They Must Be Good!*

In 1936 passenger car, motor truck, and tire manufacturers spent more than a quarter of a million dollars with The Midwest Farm Paper Unit . . .

WHY?—Because these papers cover the farm market that in 1936 received 32% of the national farm cash income—a market that buys 30% of all the passenger cars sold to farmers and 42% of all the tractors—has 34% of the total farm valuation of the United States—and produces the highest per farmer cash income. The Midwest Farm Papers offer 1,159,000 net paid circulation—an 80% coverage of farms in these states, based on number of farms—or an actual unduplicated farm coverage of 77%.

They deliver twice the farm sales power, because they have twice the farm coverage in these eight midwest states—the strongest national farm publication reaches but 36% of the farmers here and all five national farm papers combined reach only 64%.

And Midwest Farm Papers provide *reader* interest with their *localized* editorial service. Every page is filled with practical farm business information applicable to the farmers in each individual state.

AND what about the DEALERS—the men for whom advertising must deliver results?

Nine thousand four hundred sixty-four dealers were polled in six surveys by 36 different, disinterested jobbers and distributors. This question was asked:

"What farm paper has the most influence with farmers in your community?"

AUTOMOBILE DEALERS VOTED 3 TO 1 FOR MIDWEST FARM PAPERS as their first choice. Only 1 dealer in 4 voted for one or another of the five national farm papers.

That's because the dealers get DOUBLE the actual coverage—TRIPLE the dealer support—and a certified Post Office Count which is the one accurate basis of measurement of the amount of circulation and where that circulation is placed.

Advertisers know exactly what they are getting for their money spent in the MIDWEST FARM PAPERS — *that's why the leaders pick them.*

MIDWEST FARM PAPERS

CHICAGO
6 NO. MICHIGAN AVENUE

SAN FRANCISCO
1548 RUSS BUILDING

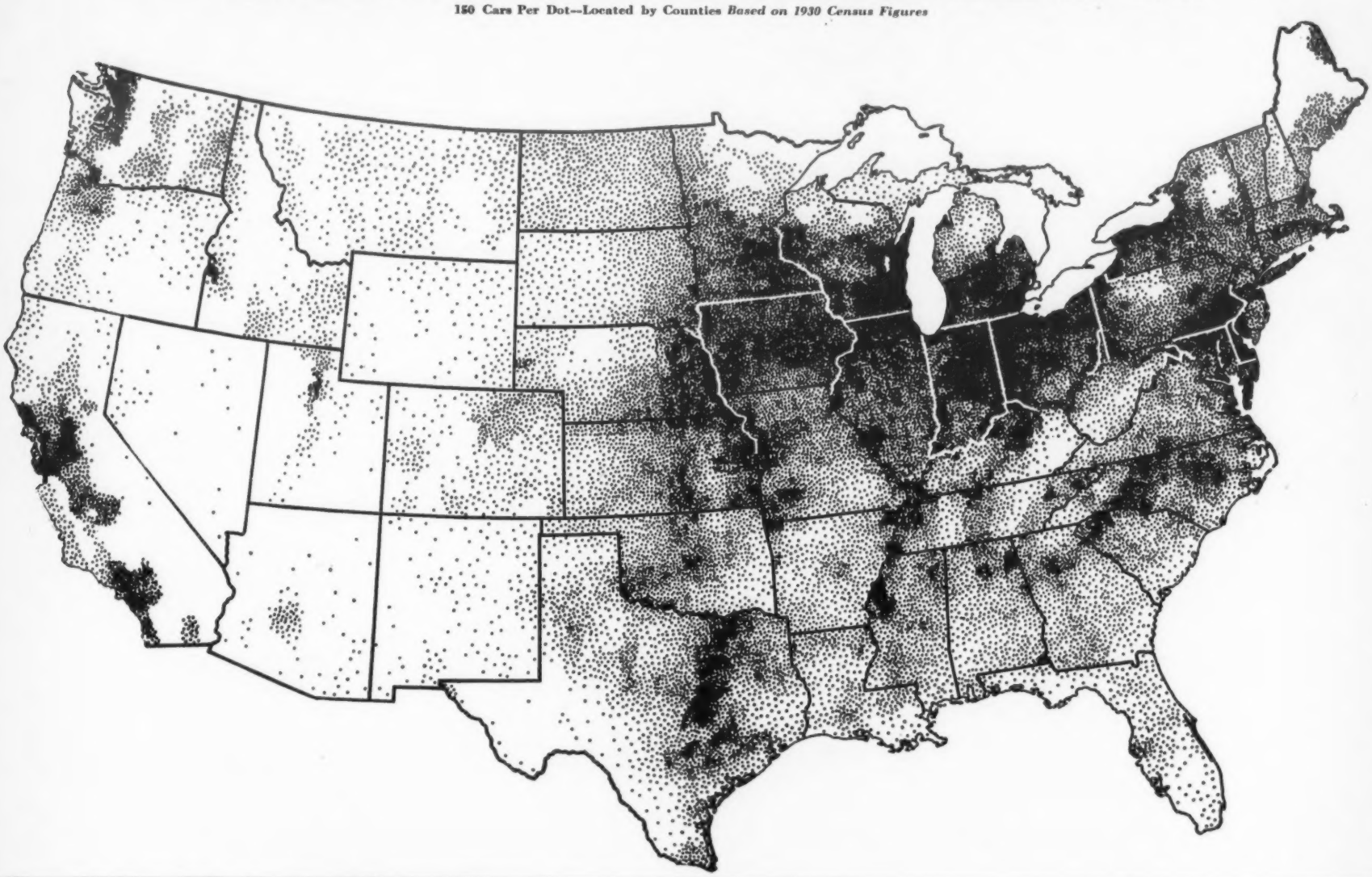
DETROIT
542 NEW CENTER BUILDING

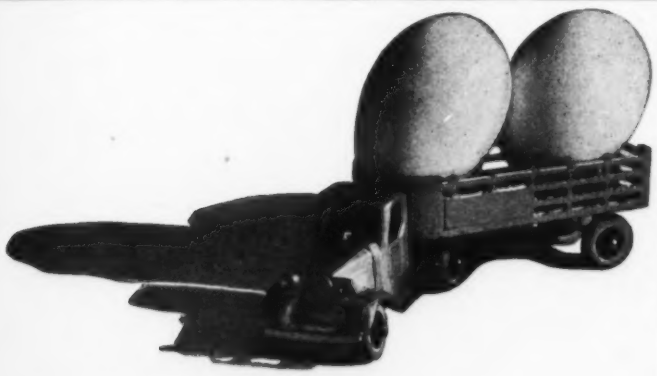
NEW YORK
250 PARK AVENUE
420 LEXINGTON AVENUE

THE FARMER, MINNESOTA AND THE DAKOTAS - **NEBRASKA FARMER,** NEBRASKA - **PRAIRIE FARMER,** ILLINOIS, INDIANA
WALLACES' FARMER and Iowa Homestead, IOWA - **WISCONSIN AGRICULTURIST and Farmer,** WISCONSIN

Distribution of Motor Vehicles on Farms in U. S.

150 Cars Per Dot—Located by Counties *Based on 1930 Census Figures*





A Big Load . . .

The annual egg crop of 70,000,000 cases of thirty dozen eggs each is an important pay load for trucks and railroads. Some eggs are hauled only short distances, but some travel from California to New York. New York receives eggs by truck from twenty-six states, some coming all the way from Kansas and Nebraska, in fact, nearly 25% of all eggs arriving in New York are trucked in. Thousands of trucks are needed for this job, other thousands for hauling poultry to market, feed and supplies to the farm.

It is estimated that poultrymen own 858,000 cars and 223,000 trucks and that their replacement and operating expenses amount to $137,000,000 a year.

This vast market for motor equipment can be most effectively reached through the magazine which helped build the poultry industry and plays an important part in its everyday life.

American Poultry Journal

Howard McLennan
Detroit Representative
10-254 General Motors Bldg.
MAdison 1423

400,000 Quality Circulation

THE LEADER SINCE 1874

Registrations of Motor Vehicles on Farms

Automobiles

	Number of Automobiles on Farms	Per Cent of Farmers Owning Cars	No. Cars to Every 100 Farms
Texas	300,176	56.7	60.5
Iowa	240,512	90.2	111.2
Ohio	201,552	78.5	91.8
Illinois	192,873	79.5	89.8
Minnesota	185,717	86.0	100.1
Wisconsin	176,764	83.9	97.1
Missouri	176,466	64.1	68.9
Kansas	171,018	87.5	103.0
Indiana	154,556	77.9	84.9
Pennsylvania	152,222	70.3	88.5
Michigan	150,922	78.9	88.8
New York	141,916	72.0	88.6
Nebraska	141,144	91.8	109.0
California	136,842	76.8	100.3
North Carolina	132,876	44.8	47.5
Oklahoma	127,448	57.7	62.4
Tennessee	89,032	34.2	36.2
Georgia	88,479	33.4	34.5
Virginia	88,463	47.1	51.7
Kentucky	86,784	33.3	35.1
Mississippi	85,563	26.7	27.4
South Dakota	81,923	86.5	98.5
North Dakota	78,798	86.6	100.9
Alabama	73,634	27.6	28.6
Arkansas	65,935	26.3	27.1
South Carolina	61,754	37.4	39.1
Washington	65,995	71.6	78.5
Colorado	52,258	76.0	86.3
Oregon	47,440	75.3	85.9
Louisiana	43,082	25.7	26.7
Montana	38,166	72.6	80.3
Maryland	37,972	70.6	87.9
West Virginia	36,978	40.5	44.7
Idaho	33,966	73.8	81.5
Florida	26,387	41.0	44.3
Maine	26,227	59.0	67.2
New Jersey	22,371	70.1	88.2
Vermont	18,620	63.6	74.8
Massachusetts	17,638	57.6	68.9
Utah	17,574	60.2	65.0
New Mexico	15,395	44.9	49.0
Connecticut	13,154	61.9	76.5
Wyoming	12,824	71.6	79.8
New Hampshire	11,079	62.3	74.3
Arizona	9,916	57.9	74.8
Delaware	8,724	77.2	89.9
Nevada	2,921	69.6	85.0
Rhode Island	2,569	61.9	77.3
Total, U. S.	4,134,625	58.0	65.7

Motor Trucks

	Number of Trucks on Farms	Per Cent of Farmers Owning Trucks	No. Trucks to Every 100 Farms
New York	58,974	33.8	36.8
Texas	52,580	10.1	10.6
Wisconsin	51,786	27.6	28.5
Pennsylvania	47,062	25.0	27.4
California	40,971	26.3	30.0
Illinois	40,371	18.1	18.8
Ohio	39,210	16.7	17.8
Michigan	36,768	20.6	21.6
Minnesota	36,577	19.2	19.7
Kansas	33,648	19.3	20.3
Iowa	32,669	14.8	15.1
Indiana	30,037	15.7	16.5
Nebraska	26,045	19.4	20.1
Oklahoma	23,930	11.3	11.7
Missouri	20,132	7.5	7.9
Virginia	19,459	10.5	11.4
Washington	18,836	24.9	26.4
North Carolina	18,558	6.3	6.6
North Dakota	16,990	21.2	21.8
Colorado	16,918	26.8	27.9
Mississippi	16,503	5.0	5.3
Georgia	15,967	5.9	6.2
South Dakota	14,816	17.4	17.8
New Jersey	14,753	49.3	58.1
Montana	14,615	29.0	30.7
Alabama	12,838	4.7	5.0
Florida	12,203	18.4	20.5
Maryland	11,365	23.6	26.1
Arkansas	11,000	4.3	4.5
Maine	10,781	25.3	27.6
Oregon	9,741	16.5	17.6
Massachusetts	9,572	31.2	37.4
Louisiana	9,281	5.4	5.7
Tennessee	9,039	3.5	3.7
West Virginia	7,432	8.4	9.0
Kentucky	7,188	2.7	2.9
South Carolina	6,966	4.2	4.4
Connecticut	6,344	31.5	36.9
Idaho	6,281	14.4	15.1
New Mexico	5,328	16.0	17.0
Vermont	5,035	18.6	20.2
New Hampshire	4,539	27.2	30.5
Utah	4,189	14.7	15.5
Wyoming	4,108	22.4	25.6
Arizona	3,062	19.2	23.1
Delaware	2,996	28.6	30.9
Rhode Island	1,701	41.1	51.2
Nevada	1,241	32.5	36.1
Total, U. S.	900,385	13.4	14.3

How to Plan Your Farm Paper Advertising

1. *(a) On a list of States, check the following three — like this —*

✓ Michigan
✓ Ohio
✓ Pennsylvania

(b) or if you prefer a map, shade them in — like this —

2. *Write in the number of automobiles owned by the farmers in this area —*

504,696 Passenger Cars
123,040 Motor Trucks

3. *Now write in the names of the advertising media to be used in most effectively reaching the farms in this territory —*

Michigan Farmer
Ohio Farmer
Pennsylvania Farmer

4. *To this basic area, add secondary states, as your sales needs dictate.*

WHY THIS METHOD GETS RESULTS!

—the BASIC AREA *covered is the rich Great Lakes to Atlantic belt, where Industrial recovery has poured millions of dollars of* NEW MONEY *into the pockets of local farmers—*
$73,272,000 MORE *in 1936 than in 1935*
$61,318,000 MORE *in the* FIRST FOUR MONTHS *of 1937 than in a like period of 1936.*

—the FARMERS *in this territory are* AUTOMOBILE BUYERS—
90% of All Farms in this area have Passenger Cars

—the FARM PUBLICATIONS *available for use in these states are equipped to give you:*
... *Intensive* COVERAGE
... *Cover-to-cover* READER INTEREST
... *Direct* MERCHANDISING *Aids and Suggestions*

—the COST *of reaching the farm homes of Michigan, Ohio and Pennsylvania is low because:*
ONE PUBLICATION IN EACH STATE DOES THE JOB!

If you would like to know more about this basic trio, write or 'phone

MICHIGAN FARMER — DETROIT
OHIO FARMER — CLEVELAND
PENNSYLVANIA FARMER — PITTSBURGH

Adjusted Production Estimates by Makes and Months, 1936

The following production estimates have been adjusted to conform with the official Census Bureau monthly figures and are based on weekly estimates appearing in the ADN Mid-Week Pink Edition. In making these adjustments, ADN has revised individual figures so that the monthly totals for the industry conform to Census Bureau reports. The yearly total of individual makes, however, may show some discrepancy with actual figures, but such variations do not amount to more than 1 or 2 per cent either way. Actual production figures of individual makers are not available. ADN believes these figures may be considered correct for all practical purposes.

MAKE	January	February	March	1st Quarter	April	May	June	2nd Quarter	1st Half	July	August	September	3rd Quarter	October	November	December	4th Quarter	1936 Total
Chevrolet†	102,193	95,593	127,598	325,384	143,315	135,319	143,423	422,057	747,441	138,925	114,500	.....	253,425	46,000	110,219	128,253	284,472	1,285,338
Ford†	96,200	86,000	120,800	303,000	128,100	109,734	109,000	346,834	649,834	112,479	69,200	88,600	270,279	14,681	68,256	129,000	211,937	1,132,050
Plymouth	47,100	27,500	47,145	121,745	51,380	49,500	46,200	147,080	268,825	48,100	30,000	4,200	82,300	41,300	47,500	49,350	138,150	489,275
Dodge†	26,250	12,700	24,340	63,290	39,180	37,820	38,850	115,850	179,140	40,850	28,050	8,400	77,300	18,800	28,000	33,675	80,475	336,915
Buick	13,458	9,198	14,352	37,008	19,578	18,901	16,790	55,269	92,277	12,126	650	5,014	17,790	17,667	22,503	30,000	70,170	180,237
Oldsmobile	16,826	11,842	18,363	47,031	26,057	23,832	22,506	72,395	119,426	19,914	900	.....	20,814	5,700	17,600	25,180	48,480	188,720
Pontiac	11,722	8,996	14,962	35,680	22,459	21,852	19,539	63,850	99,530	17,849	850	.....	18,699	12,930	21,538	24,861	59,329	177,558
Hudson-Terraplane†	10,651	7,152	12,519	30,322	15,021	12,642	11,240	38,903	69,225	9,700	7,125	400	17,225	9,983	15,001	16,292	41,276	127,726
Studebaker†	6,121	5,143	9,247	20,511	10,134	8,909	6,586	25,629	46,140	405	2,793	11,274	14,472	12,034	9,313	8,119	29,466	90,078
Packard	5,136	4,574	6,869	16,579	8,269	6,677	5,993	20,939	37,518	4,950	2,200	9,231	16,381	12,800	9,053	12,000	33,853	87,752
Chrysler	5,920	3,545	5,167	14,632	7,325	6,140	5,840	19,305	33,937	5,020	1,750	.....	6,770	6,000	9,200	7,970	23,170	63,877
Nash-LaFayette	4,399	2,832	5,943	13,174	8,532	7,440	5,022	20,994	34,168	3,641	827	1,900	6,368	5,980	7,612	9,220	22,812	63,348
DeSoto	5,900	3,136	4,341	13,377	5,519	4,635	4,620	14,774	28,151	4,480	1,550	.....	6,030	6,000	8,120	7,050	21,170	55,351
Cadillac	2,340	1,744	2,582	6,666	2,823	2,232	2,085	7,140	13,806	1,640	250	.....	1,890	1,250	5,007	6,000	12,257	27,953
Graham	2,035	1,323	2,142	5,500	3,218	3,005	2,240	8,463	13,963	2,039	734	210	2,983	2,650	2,600	1,975	7,225	24,171
Willys†	2,217	1,380	.....	3,597	3,127	3,103	3,306	9,536	13,133	2,724	3,140	192	6,056	.....	550	5,155	5,705	24,894
Reo‡	1,438	1,816	1,466	4,720	1,821	1,720	1,555	5,096	9,816	1,292	1,062	964	3,318	464	.....	.....	464	13,598
Auburn-Cord	.....	.....	740	740	768	710	660	2,138	2,878	540	170	.....	710	50	190	190	430	4,018
Miscellaneous†	17,400	16,400	20,416	54,216	31,100	26,400	23,900	81,400	135,616	24,800	10,200	9,400	44,400	15,700	23,440	24,842	63,982	243,998
Total	**377,306**	**300,874**	**438,992**	**1,117,172**	**527,726**	**480,571**	**469,355**	**1,477,652**	**2,594,824**	**451,474**	**275,951**	**139,785**	**867,210**	**229,989**	**405,702**	**519,132**	**1,154,823**	**4,616,857**

†Includes trucks.
‡Stopped passenger car production in November to produce trucks only.

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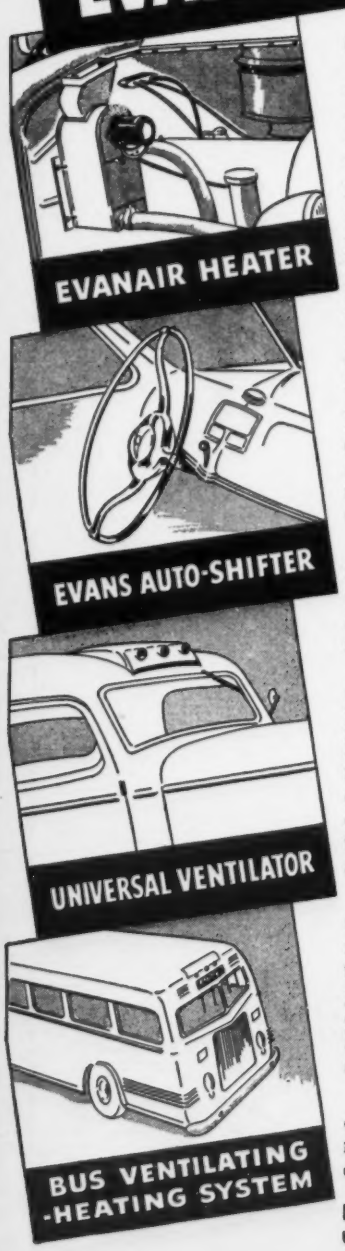
PROVIDING COMFORT, SAFETY AND CONVENIENCE FOR DRIVERS AND PASSENGERS—

EVANS PRODUCTS



THE Evans Products Company, during the past 22 years, has established a reputation for creative engineering—an ability to develop new products for new needs. In nearly every case these products function on patented and exclusive principles. The four products illustrated are typical: The Evanair is the first unit for passenger cars which successfully combines ventilation with heating. In cold weather *fresh, filtered air,* brought in from outside, is heated up to 140 degrees. When heat is not necessary, the Evanair still brings in volumes of exhilarating *fresh air* for coolness and comfort. Installation is made under the hood, leaving driving compartment clear.

The dash-operated Evans Auto-Shifter works on a patented system of vacuum control to make gear shifting easier; leaves unobstructed leg room in front seat.

The Evans Universal Ventilator keeps truck drivers awake and alert—cool and comfortable by bringing *fresh, filtered air* into cab at the top—*above the carbon-monoxide level.* Air in cab is completely changed from two to four times per minute at average speeds.

Evans Ventilating-Heating Systems for modern buses meet the rigid specifications of safety authorities in all localities. *Fresh, filtered air* and heat are evenly distributed throughout the bus. Drafts, hot spots and cold spots are eliminated.

Evans engineers are constantly developing new products and new methods to meet demands of the automotive industry.

EVANS PRODUCTS COMPANY
Union Guardian Building, Detroit, Mich.

Final 1935 Census for the Automotive Group* in the United States

	Number Establishments	Sales (000 Omitted)	Proprietors†	Full-Time and Part-Time Employees	Part-Time Payroll (000 Omitted)	Total Reported Payroll Full-Time and Part-Time‡ (000 Omitted)
WHOLESALE:						
Automotive Products	7,052	$ 2,162,519	3,766	74,808	1,157	$ 123,896
Petroleum and its Products	28,197	2,974,234	3,999	23,697	456	40,437
Total Automotive Group	**35,249**	**5,136,753**	**7,765**	**98,505**	**1,613**	**164,333**
Total, All Businesses	**176,756**	**42,802,913**	**97,225**	**1,277,717**	**46,237**	**2,049,483**
RETAIL:						
Motor Vehicle Dealers (New)	30,294	3,725,438	25,484	257,154	5,064	314,274
Used Car Dealers	4,751	122,204	4,735	9,868	644	10,769
Accessories, Tire and Battery Dealers	14,343	373,910	10,384	45,751	1,786	54,557
Garages	66,243	370,064	71,626	63,220	5,015	55,122
Other Automotive	1,071	15,034	991	2,007	132	2,271
Filling Stations	197,568	1,967,714	179,870	203,753	11,400	177,128
Total Automotive Group	**314,270**	**6,574,364**	**293,090**	**581,753**	**24,041**	**614,121**
Total, All Businesses	**1,653,961**	**33,161,276**	**1,511,734**	**3,961,478**	**235,123**	**3,623,289**
SERVICE:						
Auto Laundries	907	2,987	877	1,647	195	972
Auto Paint Shops	1,534	5,525	1,652	1,714	243	1,552
Auto Radiator Shops	1,109	3,850	1,153	919	75	874
Auto Rental Service	765	15,532	497	3,546	267	4,378
Auto Storage Garages	6,905	68,040	5,853	17,296	780	17,381
Auto Top and Body Repair	5,501	32,611	5,922	10,213	1,058	10,672
Battery and Ignition Repair Shops	2,377	8,487	2,467	1,559	117	1,338
Parking Lots	4,341	18,751	3,127	5,704	344	4,428
Tire Repair Shops	2,065	6,490	2,101	1,144	94	927
Other Automotive Repairs	724	5,645	696	1,333	65	1,629
Total Automotive Group	**26,228**	**167,918**	**24,345**	**45,075**	**3,238**	**44,151**
Total, All Businesses	**574,708**	**2,029,302**	**580,480**	**634,232**	**70,399**	**567,517**
MOTOR TRUCKING FOR HIRE:						
Local	45,685	204,127	44,821	68,516	9,021	70,717
Intrastate	10,217	131,017	9,983	37,561	2,576	42,473
Interstate	5,314	195,716	4,817	52,206	2,873	66,295
Total All Trucking	**61,216**	**530,860**	**59,621**	**158,283**	**14,470**	**179,485**
Total, All Businesses	**61,216**	**530,860**	**59,621**	**158,283**	**14,470**	**179,485**
TOTAL AUTOMOTIVE GROUP: (Wholesale, Retail, Service, and Trucking)	**436,963**	**12,409,895**	**384,821**	**883,616**	**43,362**	**1,002,090**
TOTAL, ALL BUSINESSES: (Wholesale, Retail, Service, and Trucking)	**2,466,641**	**78,524,351**	**2,249,060**	**6,031,710**	**366,229**	**6,419,774**
Relation Automotive to All Business (Per Cent)	17.71	15.80	17.11	14.65	11.84	15.61

*Term "Automotive Group" includes automotive, petroleum and related trade establishments.
†Proprietors and firm members actively engaged in business.
‡Does not include compensation of proprietors and firm members.
Source: Basic information obtained from the United States Department of Commerce, Bureau of the Census.

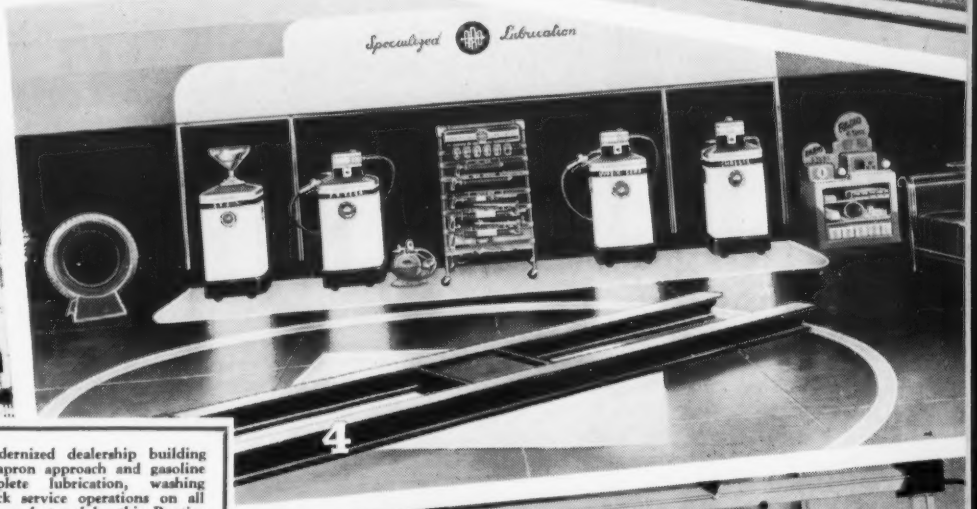
General Motors Sales of Cars and Trucks

(Table from GM Annual Report)

The following table shows total sales of General Motors cars to dealers, including Canadian sales and overseas shipments, sales to consumers in Continental United States.

	Total Sales to Dealers, including Canadian Sales and Overseas Shipments			Unit Sales in United States: Sales to Consumers			Unit Sales in United States: Sales to Dealers		
	1936	1935	1934	1936	1935	1934	1936	1935	1934
January	158,572	98,268	62,506	102,034	54,105	23,438	131,134	75,727	46,190
February	144,874	121,146	100,848	96,134	77,297	58,911	116,762	92,907	82,222
March	196,721	169,302	153,250	181,782	126,691	98,174	162,418	132,622	119,858
April	229,467	184,059	153,954	200,117	143,909	106,349	194,695	152,946	121,964
May	222,603	134,597	132,837	194,628	109,051	95,253	187,119	105,159	103,844
June	217,931	181,188	146,881	189,756	137,782	112,847	186,146	150,863	118,789
July	204,693	167,790	134,324	163,459	108,645	101,243	177,436	139,021	107,554
August	121,943	124,680	109,278	133,804	127,346	86,258	99,775	103,098	87,429
September	19,288	39,152	71,888	85,201	66,547	71,648	4,669	22,986	53,738
October	90,764	127,054	72,050	44,274	68,566	69,090	69,334	97,746	50,514
November	191,720	182,754	61,037	155,552	136,859	62,752	156,041	147,849	39,048
December	239,114	185,698	41,594	173,472	122,198	41,530	197,065	150,010	28,344
Total	2,037,690	1,715,688	1,240,447	1,720,213	1,278,906	927,498	1,682,594	1,370,934	959,494

SUCCESS IN SALES $ERVICE



1 Typical modernized dealership building with wide apron approach and gasoline pumps. Complete lubrication, washing and other quick service operations on all makes of cars are featured by this Pontiac dealer.

2 Less elaborate than the Pontiac establishment at the left is this modern dealership operated by Harry Henderson, representing Ford. Quick service for all cars is a specialty.

3 Unified or complete dealerships recognize that used car merchandising deserves at least three-fourths of the dealers' selling effort. This model car lot operated by a Chevrolet dealer in Detroit is a good example of what can be done to help make the used car display attractive.

4 Lubrication merchandising has proved valuable in holding customers and attracting new trade as well as being a lucrative department in any dealership. Cleanliness and orderliness are outstanding features of this equipment and background offered by Aro Equipment Co.

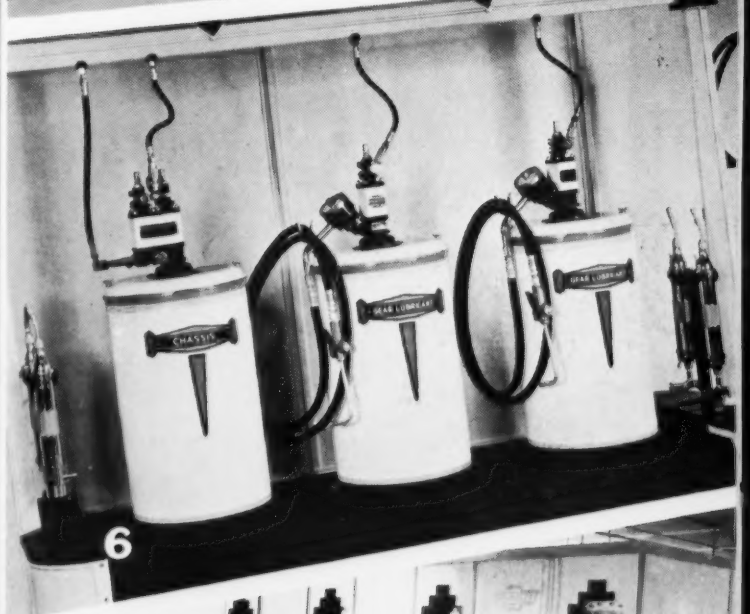
5 Scientific testing devices take the guess work out of service operations and impress car owners with the fact that your mec'anics are better trained men. The equipment shown in this view builds confidence and brings in your customers for additional work.

6 Lincoln Engineering Co. offers this neat array of lubricating equipment which lends an air of efficiency and cleanliness to any dealer's lubricating department.

7 Backgrounds and valances offered by Alemite have done much to transform the dealer's greasing corner into a lucrative lubrication department. This illustration was selected because of its simplicity and effectiveness and because of the fact that any dealer can follow this example without undue expenditure.

8, 9, 10 Open bin displays of parts and accessories have proven highly effective in increasing sales. These examples are outstanding efforts in the present trend to "show 'em and sell 'em."

(CONTINUED ON PAGE 121)



NEW MODERN STYLING

NOW COMBINED WITH THE PROVEN DEPENDABILITY OF

ARO

LUBRICATING EQUIPMENT

Illustrating Group 5

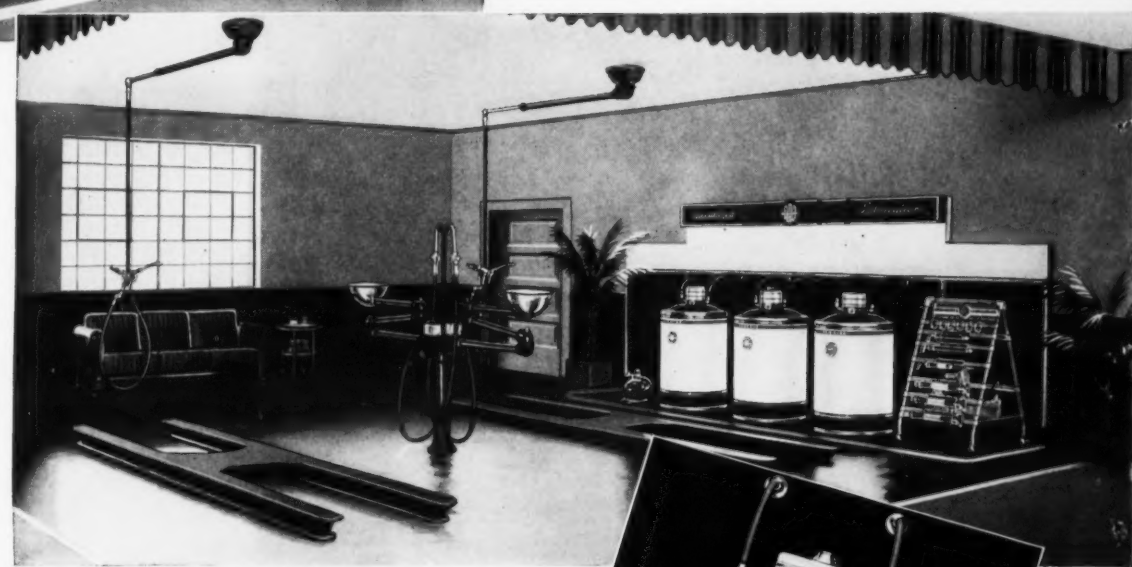
● ARO styling creates a new standard of attractiveness for modern service stations and service departments. In further developing these units of long-proven dependability ARO engineers have collaborated with one of America's foremost industrial stylists to provide cabinets of commanding beauty. The smooth, clean lines and graceful symmetry—the glistening baked-enamel finish like that of a modern electrical refrigerator—combine to give these new ARO Lubricators an appeal that inspires confidence, invites new business and multiplies profits. See your ARO jobber today for information concerning the very complete ARO line which includes units for every requirement of large or small stations and dealer service departments.

FOR PROFITABLE MODERNIZATION

HAVE THE BEAUTY AND EFFICIENCY OF

ARO

LUBRICATING EQUIPMENT



Illustrating Group 6

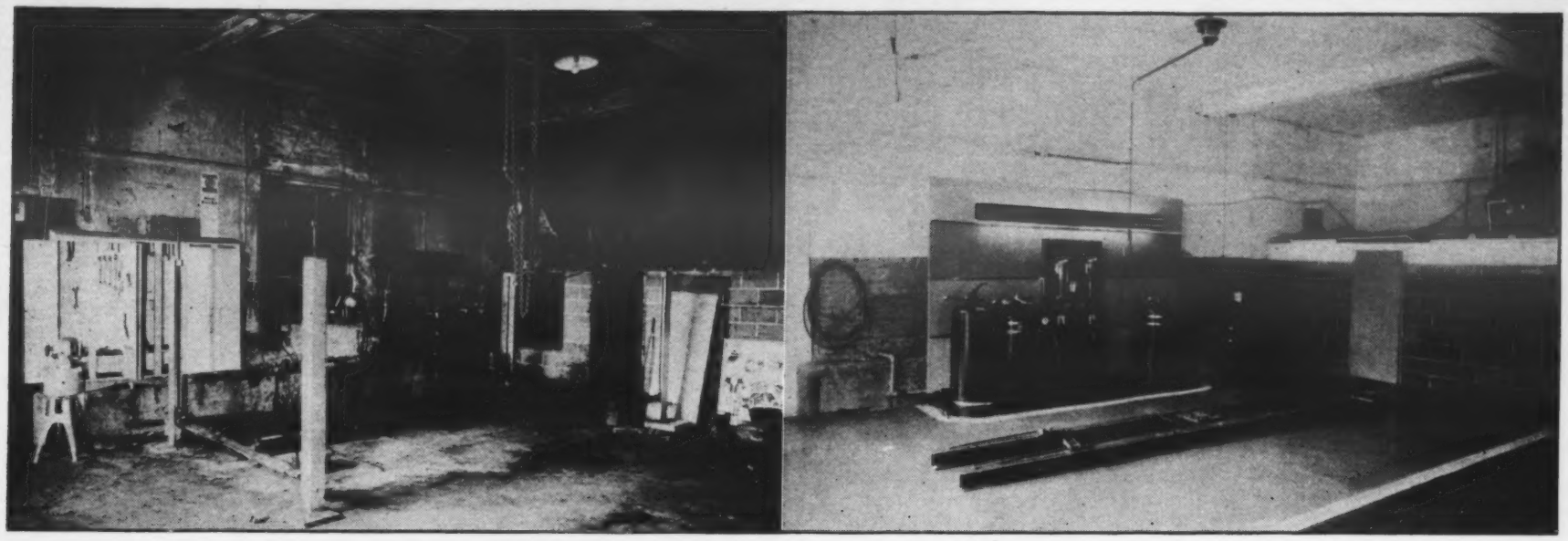
● Modernize for greatest profit. Install lubrication equipment that makes maximum appeal through beauty, neatness and efficient appearance — for motorists judge your entire service by your lubrication equipment. ARO'S modern styling inspires customer confidence, and invites continuous patronage, especially when the cabinets are displayed in group installations. ARO incorporates improvements in design and construction from time to time, without waiting to announce new models. The long-demonstrated efficiency and dependability of ARO Cabinet Lubricators is retained, and changes in design do not render previous ARO installations obsolete. Consult your ARO jobber about the complete ARO line—or write THE ARO EQUIPMENT CORPORATION, Bryan, Ohio.

Model 452 Stationary "Duplex" Hi-Lo Pressure Lubricator for 400-lb. Drums

This cylindrical stationary cabinet model, with its symmetrical, spun-steel cover is finished in the same attractive style and color combination as the portable 100-lb. models. The Model 452 Duplex is particularly suitable for stations where volume of lubricants used makes it advisable to purchase in 400-lb. drums. It is designed for use with overhead swivel or high-pressure wall assemblies and has adequate capacity for any average installation.

THE ARO EQUIPMENT CORPORATION

BRYAN, OHIO, U.S.A.



HEAVY EXPENDITURES are not essential in making the service department of any dealership more attractive. The "before and after" views of the establishment above show clearly that the small dealer can profit from modernization as well as his more pretentious competitor. Elbow grease and orderliness played the most important roles in this transformation. Neatly arranged lubricants against a suitable background also add to the picture.

Successful Sales and Service

FOUR years ago Automotive Daily News published a series of interviews with automotive sales executives in each of which was pointed the unusual possibilities for anyone electing to go into the retail end of the business. In every case the sales managers called attention to the growing replacement market for trucks and passenger cars. Each stressed what car makers were doing for dealers in the way of obtaining new sales through increased advertising schedules, augumented sales promotional activities, schools for training salesmen and territory sales potential studies. Service volume and used car selling procedures were largely left to the dealer.

That was only four years ago. Today, developments in factory assistance programs, plus new merchandising plans for service, used cars and accessories have been rapidly developed and have reached a point where dealers are in position to get information and merchandising assistance which permits them to expand their business and profits possibilities as far as their ability as business managers allows them to go. This factory co-operation, plus ideas developed by parts and accessories manufacturers, oil and lubrication materials manufacturers, tire companies and others outside of the car making business, are developing dealer merchandising plans little dreamed of when the sales managers spoke their pieces. The replacement market is still the important factor.

Automotive Sales Total $11,000,000,000

Added to this wealth of information now available to every dealer in the industry, the United States Bureau of Commerce, through its various bureaus, presents statistics to show that automobile retailing is a good business. In the recently published bulletin called the "Economic and Social Values of the Motor Vehicle" (April, 1937), compiled by Ray F. Britten, director of the National Highway Users Conference at Washington, it is shown that the automobile industry had reached a point in 1935 where it accounted for 15.6 per cent of all business of the country. It shows that the motor vehicle group, comprised of the wholesale, retail and service factors, did over $11,000,000,000 worth of business as compared with all other lines doing $77,000,000,000. The motor car business did in dollars and cents, 15.6 per cent of the dollar volume and the payroll of the industry, taking in the dealers as well, has reached a point where it pays out in cash 15.2 per cent of all the payrolls.

In addition, the Department of Commerce, in a special bulletin, points out that there are 28,280,000 cars and trucks registered as of Dec. 31, 1936. The total registrations are of interest to dealers, factory sales managers and factory service managers. These figures point out ways and means for sales and service profits which can be taken as a map or chart of the future of the industry from the dealer's angle, perhaps more than from the factory angle, although it is noticed that studies of these figures by factory executives are resulting in new methods for helping the dealers. New merchandising plans are being developed and facts as reported by the government agencies make for new studies to help the dealers to make profits.

19,963,038 Vehicles Over Four Years Old

The 28,280,000 cars in use on Dec. 31 represent an all-time high for the industry. They show an enormous replacement market and also a volume of service work needed which dealers can go after. Deducting the cars produced in 1934, 1,888,557; 1935, 2,743,908; 1936, 3,404,497, for a total of 8,036,962, which considers cars of modern design and better construction, requiring less service and adjustment than at any time in the history of the industry, there is left a total of 19,963,038 cars and trucks, four years old and older, which must be replaced, and if not replaced immediately, must be serviced.

This is the market for the dealer. It is his field for profits in service and sales and proves the statement of R. H. Grant, of General Motors, made several years ago, that the cars in use are the cars the dealers must work on to sell new cars. Grant added that the car owner was a better prospect than persons who might be interested in buying through advertising. Today's figures show that old cars traded on new ones amounts to practically 95 per cent of the sales.

SALES AND SERVICE PROFIT POTENTIALS

1—There are 28,221,291 motor vehicles registered in the United States, of which 24,197,685 are passenger cars and 4,023,606 commercial cars.

2—Of this total close to 20,000,000 vehicles are four years old or more.

3—The average motorist, according to best estimates, spends $27 per year per car for service and repairs alone.

4—Twenty-eight million expenditures of $27 each means a market of $756,000,000 for materials and labor.

5—This would mean an average yearly service potential for each of the 40,000 dealers in the country of $18,900.

6—New car dealers are estimated to supply only about 17 per cent of the yearly needs of these car owners, or $150,000,000 worth of materials and labor, less than $3,000 per dealer per year.

7—Summing up these figures, all dealers are passing up a $600,000,000 market, which new exists, or an average of $15,000 per dealer per year. Which brings home the old adage of "he profits most who serves best."

From a service standpoint the figures are even more interesting. Every one of the 28,280,000 cars and trucks need service of some kind. While the more recent ones may not require as much service work there is still a big dollar volume potential. In 1934 it was shown that economic conditions reduced the owner's service bills to about $15 per car per year. Recent statistics show that in 1937 it will creep up to about $27 per car, which will mean that service volume will reach the remarkable total of $756,000,000 for the year to keep present cars and trucks in shape for the road. On the basis of the dealers who actually sold these cars and put them on the road, this means that 40,000 dealers, the accepted figures at present, would do around $18,900 each in gross service. The service work per dealer, alone, would be a nice business in any line of selling.

Dealers Are Missing Big Market

It is accepted, however, that dealers service only 17 per cent to 20 per cent of the cars they sell, which means that dealers are getting only one-fifth of the total service volume, or about $150,000,000 worth of work—a mere fraction of the business they actually created. Outsiders who had no hand in developing this business are getting better than $600,000,000 gross, in most cases without stirring a hand to get it. That this market is steadily growing is shown in the registrations for the first four months of the current year when over 1,400,000 new cars were put into service—the largest first four months in the history of the motor industry.

Referring again to the dealer created service volume of 28,280,000 cars, together with the volume in lubrication, batteries, tires, car washing, car polishing, reconditioning of used cars, painting and refinishing, the neck of the bottle, from the dealer's position, is the inability to handle the business. Many dealers' places of business are inadequate. They lack the up to the minute service facilities and if they were to step up their service work from 20 per cent to 25 per cent of the cars they have sold, they would be required to add new facilities or move to larger quarters. They would need more parking space around the stations. They need more men and more high speed methods. To do this they must consider overhead and to cover this they would need **more profit sources** than those that come from general service and sales of cars.

But this already is being done by thousands of enterprising dealers all over the country.

Three years ago ADN reporters began noticing that dealers were breaking away from the conventional type of dealers' buildings. New type buildings were being erected in strategic sales locations. They were being provided with wide approaches. Gasoline pumps were being installed. Lubricating devices and latest speed equipment were being adopted. Service on all makes of cars became the watchword.

Immediately ADN sensing something new was happening began publishing facts showing that automotive merchandising was changing and that dealers were increasing business 50 per cent and more. ADN's editorial, "The Old Order Changeth," attracted attention all over the world. Ford Motor Co. named these new establishments "Neighborhood Sales and Service Stations." Other organizations rapidly kept pace. Today Ford has over 1,500 of them, Chevrolet has nearly a thousand. Hudson, Studebaker, Nash, Pontiac, Oldsmobile, Chrysler through Dodge, Plymouth and De Soto are all in the picture, which is showing steady increases in this new type of building and equipment. Factory sales and service officials are now prepared to furnish blue prints for the dealers who are making changes.

Modern Equipment Essential

Consequently the service potential on 28,000,000 cars becomes important for it is through the modern merchandising and service station operations that the dealer is enabled to retrieve the car owner who has drifted away and get those profits that reduce overhead. This is being done through the modernization of the lubrication departments of the dealers and these new lubrication departments, now made attractive as noted in the many stories published by ADN, are in reality the "gateways to increased service work" and bigger profits.

Lubrication has been sold to the car owner. He sees it advertised in newspapers and on the bill boards. While outside agencies such as the oil and lubricant makers and the equipment makers have done their part and done it well, the added profit importance of this development, has resulted in the car makers, one and all, offering designs for backgrounds and offering decorations and embellishments which make the lubrication department in many cases even more attractive than the salesrooms. The factory men insist on cleanliness and once the dealer starts cleaning up he carries it throughout the entire shop. The factories have found that business increases at once for both service and sales and brings back the owner.

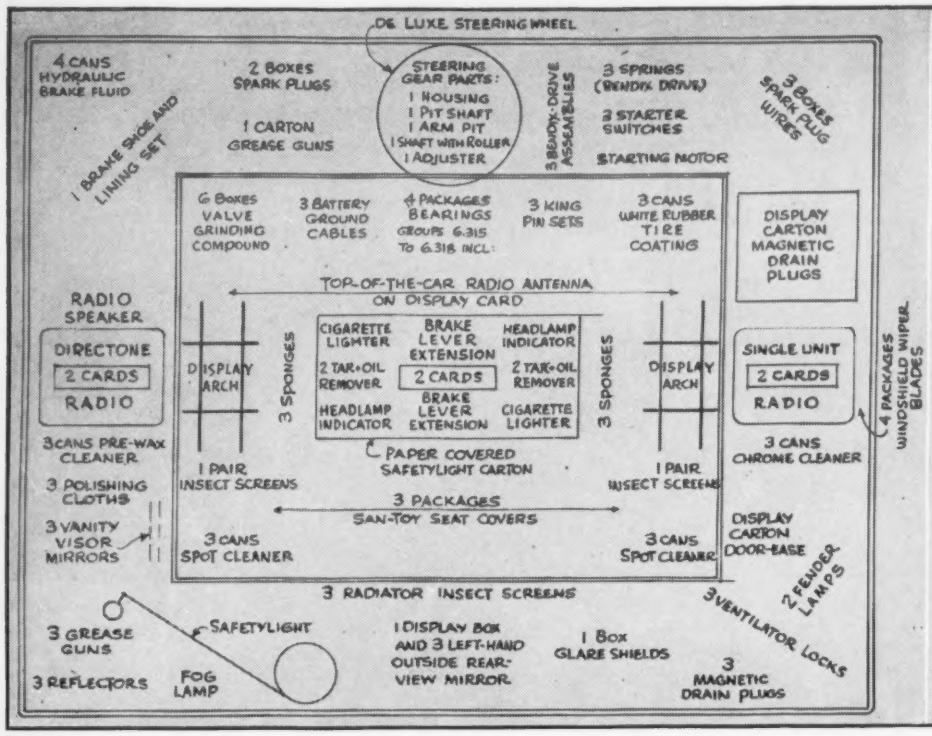
An excellent record at present is shown in the Buick organization. Service Manager C. W. Jacobs reports that with 422,000 owners lubrication and the follow-up on owners resulted in 265,892 service job orders written in April. This represents 170,000 owners and has increased the number of owners coming in for service from 28 per cent to 53 per cent. The average for the year is better than 42 per cent. Sales per car have increased to over $2 per owner. This is in line with reports from Hudson, Ford, Chevrolet, Pontiac, Oldsmobile, Dodge and others regarding which ADN has devoted considerable space during the past year.

Cleanliness Leads to Profits

With the general clean-up of the shop another interesting development is the modernization of the parts departments. Old, ugly stock rooms are giving way to modernized department store merchandizing methods. Parts are displayed in the open and the storage bins covered with decorative panels. In this movement Chevrolet through M. D. Douglas has taken a lead. He has instituted a service to his dealers which calls for a monthly change in items to be displayed on parts tables. Some 2,100 dealers are now showing seasonal and monthly items of parts and accessories. Ford dealers throughout the country are doing the same thing and reports show better than 50 per cent increase, several show upwards of 200 per cent and have sold all the old parts they had on hand.

Dealers are quickly getting back into the habit of selling everything that goes on or into a car. Independent shops in 1935 did a volume of $167,918 in washing, polishing, painting batteries and accessories. The used car plans offered by the various manufacturers are changing this. The plans call for reconditioning of the cars and dealers, to save money, now are arranging for paint shops on their own property or nearby, enabling

(*Continued on Page* 122)



FACTORY HELPS TO DEALERS include suggestions for open bin displays of parts and accessories. Plan drawings of the display tables (left) to show just where each article should be placed are based upon expertly arranged exhibits as shown at the right. In these displays, the articles have been carefully arranged for visibility and appeal to the buyer. By following the instructions a dealer may keep his stock uniformly neat and attractive. Articles are selected for display according to the season.

(Continued from Page 121)

them to get work out quicker and keep the used car under their own roof, so to speak. Washing and polishing is quickly becoming the dealers' business.

The contacts with owners at the gasoline pumps, and particularly at the grease hoists, provides an excellent opportunity to check tires with car owners. They have time to point out tire conditions and thousands of dealers who up to a few years ago steadfastly refused to have anything to do with tires are now selling rubber equipment and making profits.

Neighborhood station idea, plus the modernization of lubrication sections and many other merchandizing operations based on factory suggestions as well as those coming from manufacturers of accessories and general automotive supplies who are constantly on the alert for ideas which will further increase the dealers' general automotive profits, are stimulating the selling end of the industry. Car selling through the financing plans in operation in the United States more than in any other country has made that end of the business easy.

This is enhanced by the fact that car buying is no longer seasonal. Car buying today is prompted by actual needs for transportation. Consequently the service end with its enormous potential and the profits which can be obtained by dealers giving the kind of service they advertise, looms up as the biggest business in the country and will become larger and larger as the manufacturers continue to step up production.

The used car end of the industry is obtaining specialized attention. Reconditioning and appearance factors have opened the eyes of those dealers who have adopted these plans by the easy way in which the cars can be marketed.

In the handling of accessories, dealers who operate conveniently located stations are rapidly discovering that car owners prefer to meet their car shopping need at one time-saving point. They need certain accessories from time to time and the dealer who displays them properly is sure to get the bulk of this business. The dealer, moreover, may sell many of these commodities on time payments, thus bringing the owner back into the establishment as payments are due.

Automotive accessories as an additional profit department for the dealer consist of two types of items. The first group includes commodities that contribute to the comfort or pride of motorists. They are radios, heaters, seat covers, fog lamps, cigar lighters, and similar conveniences. The second group includes the essential replacement items: Spark plugs, light bulbs, radiator hose, windshield wiper blades, and other items (there are more than 38 in all) that are necessary to the operation of the car.

A larger proportion of such items, including tires and batteries, are being sold by dealers than ever before. The selling procedure is hastened by show case displays at the pumps or immediately inside the service door, where owners can see them. Display, plus knowing the actual requirements of all cars, increases the volume of sales and is one of the easiest ways of getting added profits. It has been determined that less than two minutes are needed to sell any of the essential accessories.

● From Primer to Final Finish

DITZLER PRODUCTS

ARE IDEAL FOR CAR OR

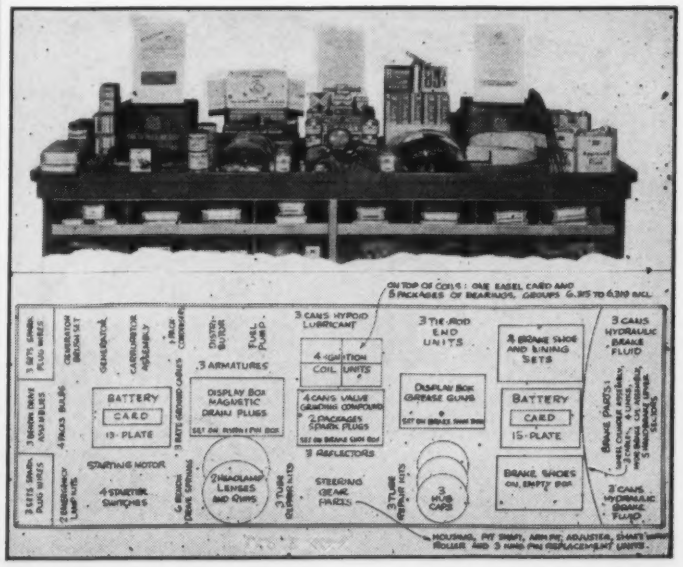
COMMERCIAL VEHICLE

● The Ditzler line of automotive finishing materials includes related primers, surfacers, thinners and stripings, as well as the high grade lacquers and synthetic enamels used as original finish on a big percentage of new vehicles of all types.

Ditzler Products are easy to apply. They are scientifically "balanced." They atomize properly and dry quickly, with uniform results. They cost no more than other high grade finishing materials. They assure positive satisfaction to the vehicle owner and low cost to the finishing shop. This means a pleased customer and more profit for you.

Ditzler Products are available in nearly 400 cities. There is a reliable source of supply in every section of the country. Your local Ditzler distributor stands ready to help you solve your finishing problems.

DITZLER COLOR COMPANY
DETROIT, MICHIGAN



SUGGESTIONS FOR DISPLAYS of seasonal parts and accessories make for uniformity in all dealerships. This table or open bin display was arranged on the basis of the diagram shown in the lower picture. By rotating stock shown, according to seasons, articles are on display at the time when demand for them is at its peak.

Who's Who

(*Continued from Page* 114)

hearth, rust-resistance and pig; nuts, all styles; rivets, iron, steel and stainless steel; screws, coach and lag; sheets, steel and stainless steel; steel or iron, channel, angle or tee, tool steel, turnbuckles, washers, iron and steel wire, steel spring, wire products. Tom M. Girdler, chmn. of bd.; R. J. Wysor, pres. and gen. mgr.; W. W. Hancock, treas.; N. J. Clarke, v. p. in chge. of sales; N. W. Foy, gen. sales mgr. C. A. Thayer, chief engr.; C. A. Ilgenfritz, pur. agt.; S. A. Knisely, dir. of adv.; C. W. Ruth, asst. dir. of adv. **Det. Rep.**—A. Schaeffer, 2003 Fisher bldg.

REVERE COPPER & BRASS INC., 230 Park ave., New York. Copper, brass and bronze products: sheets, rolls, strips, rods, wire, forgings, extruded and formed shapes, rivets, burrs, tubing, pipe. C. Donald Dallas, pres.; James J. Russell, secy.-treas.; Charles A. Macfie, gen. sales mgr., vice-pres.; Norman A. Schuele, adv. mgr. **Det. Rep.**—Revere Copper & Brass, Inc., Michigan div., 5851 W. Jefferson ave.

REX-HIDE, Inc., East Brady, Pa. Carbon-base brake lining, balloon windshield wiper blades, endless rubber tire flaps. N. E. Graham, pres.; F. L. Ludwick, secy.-treas.; A. B. Kempel, vice-pres., gen. mgr. and sales mgr.; A. R. Williams, chief engr.; W. H. Klein, asst. gen. mgr. and pur. agt. **Adv. Agcy.**—Smith, Hoffman & Smith, Inc., 323 Fourth ave., Pittsburgh, Pa.

REX MFG. CO., Inc., Connersville, Ind. Commercial automobile trailers. C. C. Hull, pres.; G. W. Ansted, secy.-treas.; E. H. Habig, sales mgr. trailer div.; Winter Hull, chief engr.; M. Leir Hull, pur. agt.; Raymond Crawford, adv. mgr. **Adv. Agcy.**—Russell M. Seeds Co., Indianapolis, Ind.

REX-WATSON CORP., W. Center st., Canastota, N. Y. School bus, city service, bus, inter-city and inter-state bus bodies, commercial bodies of all kinds, contractor's haulage equipment. R. H. Imhofe, pres.; H. D. Sparks, sales mgr.; C. W. Cotton, chief engr.; H. W. Brown, pur. agt.

REYNOLDS SPRING CO., Reynolds Molded Plastic div., Reynolds bldg., Jackson, Mich. Automotive: cushion springs, trim rails; molded plastics. Chas. G. Munn, pres., gen. mgr.; E. W. Miller, secy.-treas.; E. W. McIntosh, sales mgr., spring div.; John G. Rossiter, sales mgr. plastics div., adv. mgr.; C. S. Reed, chief engr. spring div.; L. W. Seybold, chief engr. plastics div.; R. A. Austin, pur. agt. **Det. Rep.**—E. W. McIntosh, 414 Fisher bldg. **Adv. Agcy.**—Geo. J. Kirkgasser & Co., Chicago.
(See display advertising index)

REYNOLDS & REYNOLDS CO., Dayton, O. Factory branches—Detroit, Baltimore, Boston, Dallas, Los Angeles, Memphis, Tampa. Standard accounting systems and supplies lithographed and printed for auto dealers, accounting systems, autographic registers, repair orders. E. S. Reynolds jr., pres.; John T. Bell, secy.-treas.; L. H. Forster, gen. mgr., sales mgr.; W. P. Bonner, pur. agt.; Geo. Harmon, chief engr. **Det. Rep.**—Jno. Wallace, 2-255 General Motors bldg.
(See display advertising index)

RHODE ISLAND AUTOMOBILE DEALERS ASSN., 44 Franklin st., Providence, R. I. Officers: J. F. Timothy, pres.; A. W. Howard, vice-pres.; H. A. Lanphear, treas.; W. L. Langley, secy. Directors: J. P. Barstow, H. L. Bennett, F. F. Crook, D. K. Hoxsie, T. S. Messinger, D. J. Morris, C. L. Nutter, H. L. Rooney, P. D. Stevens.

RHODE ISLAND TRUCK OWNERS ASSN., Inc., 11 W. Friendship st., Providence, R. I. Officers: William R. Harrall, T. W. Waterman Co., 375 Promenade st., Providence, R. I., pres.; F. C. Sutherland, U. S. Finishing Co., 400 Charles st., Providence, R. I., vice-pres.; John A. Creamer, Cady Moving & Storage Co., 80 Dudley st., Providence, R. I., treas.; Franklin S. Eggleston, R. I. Truck Owners Assn., 11 W. Friendship st., Providence, R. I., secy.

JAMES H. RHODES & CO., 157 W. Hubbard st., Chicago, Ill. Sponges, chamois, felts, steel wool, pumice. Arthur J. Roth, pres.; A. B. Roth, sec.

RICHARDS-WILCOX MFG. CO., 3rd st., Aurora, Ill. Electric garage door operators, track systems for garages. W. H. Fitch, pres., gen. mgr.; Milton D. Jones, secy.-treas., sales mgr.; E. J. G. Phillips, chief engr.; C. J. Nelson, pur. agt.; C. A. Rasey, adv. mgr. **Det. Rep.**—E. F. Brumbaum, 2457 Woodward ave.

RIESS MFG. CO., 315 S. Union st., Kokomo, Ind. Automotive service equipment, aligning machines, drum lathes and grinders, brake lining dressers, brake lining riveting and drilling machines. Louis F. Fee, pres.; W. H. Mead, secy.-treas., pur. agt.; P. M. Rupert, chief engr. **Adv. Agcy.** — Advertising Service, Kokomo, Ind.
(See display advertising index)

RINCK-McILWAINE, Inc., 16 Hudson st., New York City. Mechanics' tools, garage equip. Walter Rinck, pres., sales mgr.; George McIlwaine, secy.-treas., pur. agt.; John J. McGuckin, vice-pres., chief engr. **Adv. Agcy.**—Alfred Bott, New York City.

RINSHED-MASON CO., 5935-71 Milford st., Detroit. Lacquers, lacquer undercoatings, PeR-Max synthetic enamel, PeR-Max undercoating. Fred W. Rinshed, pres.; H. W. Mason, treas.

RITEWAY BRAKE TESTER, Inc., Watertown, Wis. Brake testers, foot pedal holddowns. O. F. Reiteg, pres.; B. M. Parsons, secy.

RIVETT LATHE & GRINDER, Inc., 18 Riverview rd., Brighton, Mass. Precision bench lathes, precision internal grinders, draw-in collets and chucks, automatic oil lubrication systems. Thorvald S. Ross, pres., gen. mgr.; Albert B. Hunt, treas., sales mgr., adv. mgr.; Frederick C. Blanchard, chief engr.; Herman E. Baker, pur. agt.

ROAMER TRAILERS, Inc., 217 S. Sandusky st., Delaware, O. House trailers; also custom or commercial units. Dr. O. B. Hohendorf, pres.; J. A. Meridith, secy.-treas.; Curtis N. Littlefield, gen. mgr., sales mgr.; John Ingram, chief engr.

ROBERT CRIST CO., Not Inc., 2440 So. Mich. ave., Chicago, Ill. House trailers, luggage trailers. Robert C. Crist, pres.

ROCKFORD DRILLING MACHINE CO., Div. of Borg-Warner Corp., 210 Catherine st., Rockford, Ill. Automotive clutches, industrial clutches, special high-production drilling, boring and tapping machines, special machining contracts. E. C. Traner, pres., treas.; G. A. Shallberg, secy.; F. M. Palmquist, asst. secy.-treas.; G. L. Christianson, sales mgr.; R. A. Carlson, chief engr.; M. E. Carlson, pur. agt. **Det. Rep.**—E. C. Shields, 4-128 General Motors bldg.

ROCKLAND MFG. CORP., Plain st., Rockland, Mass. Ignition coils, neon lighting systems for trucks and automobiles, electrical safety directional systems, oil gauges, automotive electrical coil windings. Edgar S. Tolmie sr., pres., treas., gen. mgr., sales mgr.; John Joyce, secy., chief engr.; John Tolmie, pur. agt., adv. mgr.

ROGERS PRODUCTS CO., Inc., 184-198 Pacific ave., Jersey City, N. J. Lubricators and grease guns. Chas. L. Zabriskie, pres., secy., sales mgr.; Herman Albertine, vice-pres., chief engr. **Adv. Agcy.**—Norman P. Hewitt, Woodbury, N. J.

ROLLER BEARING CO. of AMERICA, Whitehead rd., Trenton, N. J. Cylindrical roller bearings, spiral and solid roller type, needle bearings. J. C. Trainer, pres.; R. E. Trainer, secy.-treas., pur. agt.; E. C. Gainsborg, sales mgr., adv. mgr.; M. H. Lemell, chief engr. **Det. Rep.**—W. S. Turner, 742 New Center bldg.

ROLLING HOME TRAILER CO., 1739 W. Pico, Los Angeles. House trailers. Ted Smith, pres., chief engr., adv. mgr.; Glenn L. Wynkoop, sec'y., pur. agent.; Ralph Waddel, genl. mgr.; Glenn Soden, sales mgr.

ROLLWAY BEARING CO., 541 Seymour st., Syracuse, N. Y., Cylindrical, radial and thrust, roller bearings. H. F. Hodgkins, pres. and treas.; F. Black, secy.; W. H. Float, gen. mgr.; Schuyler Yates, sales mgr. and adv. mgr.; J. H. Evans, chief engr.; E. J. Francis, pur. agt. **Det. Rep.**—F. W. Meile, 6432 Cass ave. **Adv. Agcy.**—Charles L. Rumrill & Co., 364 East ave., Rochester, N. Y.

ROME-TURNEY RADIATOR CO., Canal st., Rome, N. Y. Radiators and radiator cores, oil coolers, finned tubes. W. L. Lynch, pres., treas., gen. mgr.; John J. Boylan, secy., chief engr.; E. L. A. Forster, sales mgr.; W. J. Beasley, pur. agt. **Adv. Agcy.**—Devereaux & Co., Inc., Rome, N. Y.

ROSS GEAR & TOOL CO., Lafayette, Ind. Cam and lever steering gears. David R. Ross, pres.; Roy M. Reser, secy., pur. agt.; Arthur F. Kanne, treas.; Eugene Gruenewald, gen. mgr.; S. L. Bradley, sales mgr.; W. K. Creson, chief engr. **Det. Rep.**—H. A. Dick, 12-216 General Motors bldg. **Adv. Agcy.**—Sidener, Van Riper & Keeling, Inc., Indianapolis, Ind.

ROTARY ELECTRIC STEEL CO., 8 Mile and Mound road, Detroit, Mich. Cold drawn bars, (carbon steel), hot rolled bars (carbon steel), cold rolled strip. H. M. Naugle, pres.; W. H. Colvin jr., secy.-treas., gen. mgr.; J. S. Andrews, vice-pres, sales mgr., adv. mgr.; N. D. Devlin, vice-pres., (oper.) A. W. Taylor, pur. agt.; P. T. Wharton, comt. and prod. mgr.; W. J. Clucas, asst. mgr. of sales; J. P. Doane, serv. mgr. **Dist. Reps.**—Hunker & Dixon, 433 Merchants Bk. bldg., Indianapolis; Tris Speaker, Guarantee Title bldg., Cleveland; E. M. Prior, Engineers bldg., Chicago, Halpin D. Burke, 700 Amberst st., St. Louis.
(See display advertising index)

ROTARY LIFT CO., 1055 Kentucky, Memphis, Tenn. Hydraulic auto lifts. R. J. O'Brien, pres.; O. E. Cathey, secy.; E. E. Blevins, treas.; Hugh Allan, sales mgr.; W. E. Rier, pur. agt. **Det. Rep.**—W. L. Smelt, 432 St. Aubin, Detroit. **Adv. Agcy.** — Harding-Lake Co., Memphis, Tenn.

ROTATING VALVE CORP., 122 E. 42 st., New York City. Rotating valves, split guide expansion seals. M. L. DeTutter, pres., treas.; A. C. Tunnard, secy.; B. B. Lincoln, gen. sales mgr.

ROTOR AIR TOOL CO., 17325 Euclid ave., Cleveland, O. Portable pneumatic tools, portable high frequency electric tools. H. P. Bailey, pres.; F. B. Engeln, secy.; L. D. McDonald, treas.; R. C. Manning, sales mgr.; James Sturrock jr., chief engr.; R. Bergold, pur. agt. **Det. Rep.**—Jos. Jacobson, 5928 Second blvd.

ROTTLER BORING BAR CO., INC., 1122 W. Spokane st., Seattle, Wash. Cylinder boring machines. C. T. Rottler, pres.; W. P. Ward, sales mgr.

WILLIAM & HARVEY ROWLAND, INC., Tacony and Lewis sts., Phila., Pa. Automobile leaf springs. H. C. Rowland, pres.; E. T. Rowland, secy.; W. H. Courtright, treas., sales mgr.; H. E. Mortimer, chief engr.; M. McDonald, pur. agt.

ROXALIN FLEXIBLE LACQUER CO., Inc., 800 Magnolia ave., Elizabeth, N. J. Enamels (synthetic), lacquers. Leo Roon, pres.; R. V. Kirk, secy.; A. Miesem, treas.

ROYAL R. HESS CO., 341 W. Muir, Hazel Park, Mich. Camp trailers. R. R. Hess, pres.

ROYAL WILHELM FURNITURE CO., Sturgis Mich. House and display coaches. A. R. Spencer, pres.; C. E. Sullivan, secy.-treas.; John B. Gonyou, chief engr., pur. agt.

ROYCRAFT COACH CO., Chesaning, Mich. Coach trailers, display trailers. J. A. Roy, pres.; Floyd Hopkins, secy.; H. C. Reynolds, treas.; W. L. Neil, sales mgr.; H. T. Kingsley, chief engr.; Roland Roy, pur. agt. **Det. Rep.**—Roycraft Coach Co., 10049 W. Warren ave.

(*Continued on Page* 125)

REPLACEABLE *for Genuine Economy*

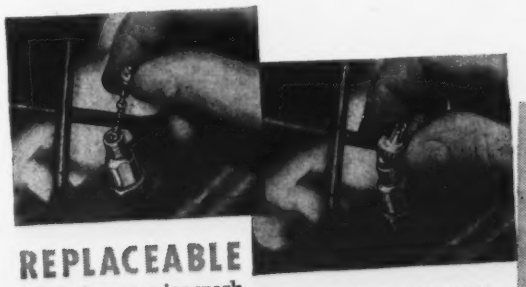
Automobiles, buses and trucks regularly give thousands and thousands of miles of service, never needing a new piston, a new gasket, a new tube, or even a new tire valve part. But, because wherever there is friction, or pressure there is wear; because there are always exceptional circumstances, all the parts of an automobile are made replaceable.

The very success of the automobile has been due to this replaceability that has made prompt economical service possible throughout the country.

In manufacture, assembly, or in an emergency on the highway, the Schrader type of tire valve with its replaceable parts, is the most economical and easiest to service. Doubly-sealed Schrader Valves give the extra protection that modern driving conditions require.

Replacement of the valve core and cap is, in most instances, all that is necessary when a standard tire valve requires service. Schrader Valve Cores and Caps will service any valve regardless of the size of tire. A supply of these important parts requires but a minimum of investment by the more than 100,000 dealers who handle them.

A. Schrader's Son Brooklyn, New York
Division of Scovill Manufacturing Company, Incorporated



REPLACEABLE
minimizes service work

DOUBLY-SEALED
2-to-1 safety factor

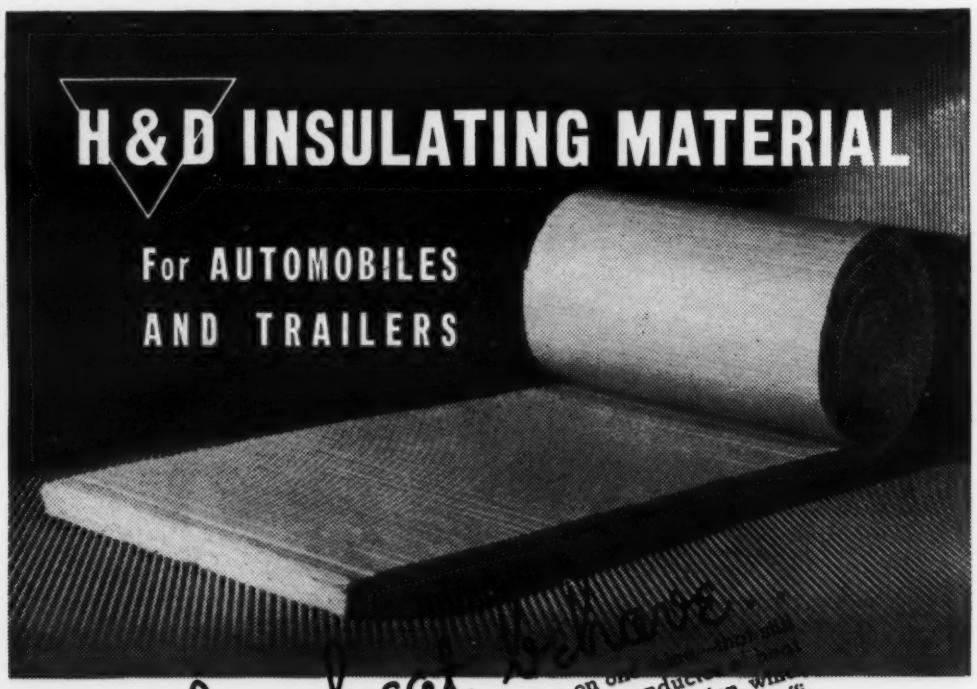
Schrader
REG. U. S. PAT. OFF.
TIRE VALVES
with Replaceable Parts

● SKF, *in its third century crusade against Friction, pioneered the self-aligning ball bearing and developed the world-famous spherical roller bearing. It produces antifriction bearings in more than 1200 types and sizes.*

There was a time when industry fought Friction with the oil can and the coal shovel . . . sought to drown it in costly lubricants or overcome it with expensive power. Today, Friction is just another routine problem that industry refers to SKF, world's largest manufacturer of industrial antifriction bearings. SKF Industries, Front St. & Erie Ave., Philadelphia, Pa.

3859

SKF BALL AND ROLLER BEARINGS



Makes heat believe

● Architects, engineers and scientists all agree on one fact: that dead air (non-circulating air) is the most efficient non-conductor known. It naturally follows, therefore, that H & D Ideal Insulation, which is 95% NON-CIRCULATING AIR, represents the highest degree of efficiency ever attained by any one insulating material.

Only 5% of Ideal Insulation is solid material, 95% is still air, acclaimed and proven to be the greatest of all insulators. That is why Ideal Insulation protects automobiles and trailers against all atmospheric conditions. Under the hottest summer sun, a cushion of still air keeps the heat out. Similarly, in cold weather, Ideal Insulation prevents the rapid loss of heat, eliminates cold spots and drafts. Ideal Insulation, because it is 95% still air, offers maximum protection against heat, cold, vibration and condensation.

ACOUSTICAL PROPERTIES. When applied to panels, Ideal Insulation very noticeably shortens the length of "road noise" vibrations and so provides a quieter car or trailer. As an acoustical material, it cannot be surpassed.

FREE SAMPLE

THE HINDE & DAUCH PAPER CO.
SANDUSKY, OHIO
INSULATING AND ACOUSTICAL MATERIAL

MAILED UPON REQUEST

Canadian Registrations, 1907-1936

(Compiled by Canadian Automobile Chamber of Commerce)

Years	Number	Numerical Increase or Decrease		Percentage Increase or Decrease	
1907	2,130				
1908	3,033	903	Increase	42.4%	Increase
1909	4,763	1,730	"	57.0	"
1910	8,967	4,204	"	88.3	"
1911	21,519	12,552	"	139.9	"
1912	34,136	12,617	"	58.6	"
1913	50,558	16,422	"	48.0	"
1914	69,598	19,040	"	37.7	"
1915	89,944	20,346	"	29.2	"
1916	123,464	33,520	"	37.3	"
1917	197,799	74,335	"	60.2	"
1918	275,746	177,947	"	39.4	"
1919	341,316	165,570	"	23.8	"
1920	407,064	65,748	"	19.3	"
1921	465,378	58,314	"	14.3	"
1922	513,821	48,443	"	10.4	"
1923	585,050	71,229	"	13.9	"
1924	652,121	67,071	"	11.5	"
1925	728,005	75,884	"	11.6	"
1926	836,794	108,789	"	14.9	"
1927	945,672	108,878	"	13.0	"
1928	1,070,664	124,992	"	13.2	"
1929	1,188,929	118,265	"	11.0	"
1930	1,232,486	43,557	"	3.7	"
1931	1,200,907	31,579	Decrease	2.6	Decrease
1932	1,114,503	86,404	"	7.2	"
1933	1,082,957	31,546	"	2.8	"
1934	1,129,532	46,575	Increase	4.3	Increase
1935	1,176,116	46,594	"	4.3	"
1936	1,240,124	64,008	"	5.4	"

Note: Includes motorcycles, road tractors and government and municipal motor vehicles.

Canadian Car* Registrations, 1930-36

(Compiled by Canadian Automobile Chamber of Commerce)

Province	1930	1931	1932	1933	1934	1935	1936
Pr. Ed. Isl.	6,611	6,917	6,181	6,177	6,409	7,420	6,746
Nova Scotia	36,078	36,431	33,798	33,133	33,443	35,820	37,478
N. Brunswick	30,318	29,233	24,030	22,890	24,614	26,195	27,731
Quebec	140,802	146,266	135,594	130,658	135,441	139,497	148,374
Ontario	491,007	489,713	462,923	453,314	470,617	489,610	514,211
Manitoba	68,550	64,940	61,420	58,340	59,285	59,470	62,730
Saskatchewan	108,161	91,846	75,685	69,503	74,050	75,727	81,519
Alberta	85,067	79,225	72,079	71,400	73,444	76,882	79,538
Br. Columbia	80,766	79,423	73,516	71,439	73,997	78,999	84,062
Yukon	134	125	129	121	127	134	140
Total	**1,047,494**	**1,024,119**	**945,355**	**916,953**	**950,428**	**989,754**	**1,041,529**

*Includes taxicabs.

Canadian Truck Registrations, 1930-36

(Compiled by Canadian Automobile Chamber of Commerce)

Province	1930	1931	1932	1933	1934	1935	1936
Prince Ed. Isl.	691	837	801	785	797	811	886
Nova Scotia	6,758	7,167	7,355	7,310	7,489	8,132	8,701
New Brunswick	4,413	4,339	4,014	3,952	4,480	5,032	5,671
Quebec	36,474	31,269	30,136	29,354	30,085	31,147	33,254
Ontario	71,162	72,557	68,674	67,039	71,628	74,466	76,015
Manitoba	10,158	10,290	10,150	10,400	11,145	11,190	13,210
Saskatchewan	20,800	16,175	15,590	15,231	17,411	19,065	20,751
Alberta	16,985	15,542	14,799	14,710	15,925	16,988	17,930
British Columbia	17,477	18,509	17,526	17,115	18,024	19,412	22,017
Yukon	74	73	103	108	121	129	160
Total	**185,042**	**176,758**	**169,148**	**166,004**	**177,105**	**186,372**	**198,505**

(Includes road tractors, buses, trucks, ambulances, fire trucks, hearses and motorcycles.)

Passenger Car Production by Body Types in Canada—1936

(Compiled by Canadian Automobile Chamber of Commerce)

	Number	Per Cent
Permanent Open Cars		
Roadsters	429	.3
Touring	957	.7
Convertible Cars		
Coupe, Roadster	1,020	.8
Sedan, Touring	118	.1
Permanent Closed Cars		
Coupe	10,251	8.0
2-Door Sedan	33,285	26.0
4-Door Sedan	61,869	48.2
Other Closed	411	.3
Chassis (sold without bodies)	20,029	15.6
	128,369	100%

United States and Canada 1929 - 1936

Production—Total Industry—Cars and Trucks

(Table from GM Annual Report)

Year	Units	Estimated Retail Sales Value
1929	5,621,715	$4,774,822,000
1930	3,510,178	2,839,014,000
1931	2,472,359	1,904,586,000
1932	1,431,494	1,058,715,000
1933	1,985,909	1,318,227,000
1934	2,869,963	2,052,283,000
1935	4,182,430	2,965,000,000
1936	4,616,857	3,380,791,000

Imports of Complete Automobiles or Chassis by the World's Producing Countries

	IMPORTS 1935	1936
United States	[1]591	[1]1,067
Canada	4,111	9,903
Total	5,702	10,970
Austria	844	721
Belgium	3,349	1,920
Czechoslovakia	722	996
Denmark	[2]1,929	[2]2,560
Finland	3,044	
France	1,817	1,403
Germany	7,500	6,618
Hungary	1,728	2,747
Italy	[3]44	
Japan	1,944	2,078
Poland	1,507.7	[4]2,463.8
Soviet Russia	271	201
Spain	22,125	NA
Sweden	10,309	14,826
Switzerland	9,414	8,894
United Kingdom	15,404	[5]15,334
Total	81,951	60,761
Grand Total	87,653	71,731

[1]The 1935 figures include new and used vehicles and the 1936 imports 606 used vehicles. Separate figures for new vehicles not available prior to 1936.

[2]In addition a number of units were imported as parts for assembly: of these units, 7,021 were re-exported in 1935 and 8,852 in 1936.

[3]First 9 months.

[4]Metric tons.

[5]Includes tractors.

NA means not available.

Source: Automotive-Aeronautics Trade Division, Bureau of Foreign and Domestic Commerce, Department of Commerce.

Monthly Sales Index of Shipments by N. S. P. A. Manufacturers

(Average Monthly Sales 1934 = 100)

N. S. P. A. AUTOMOTIVE INDEX

1934 = 100 1935 = 114 1936 = 135

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1934	86	93	114	118	119	115	101	104	87	91	90	75
1935	96	95	115	127	121	114	117	117	121	130	112	103
1936	116	118	134	147	138	152	139	140	139	136	134	128

REPLACEMENT PARTS SHIPPED TO WHOLESALERS

1934 = 100 1935 = 103 1936 = 124

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1934	83	85	101	115	117	116	104	109	99	104	98	69
1935	84	82	103	115	120	112	114	112	110	109	89	86
1936	88	101	119	133	127	148	128	138	141	133	121	112

SERVICE EQUIPMENT AND TOOLS SHIPPED TO WHOLESALERS

1934 = 100 1935 = 118 1936 = 133

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1934	91	92	128	127	129	115	94	102	81	88	76	71
1935	93	101	120	122	110	107	121	137	147	137	121	106
1936	113	128	150	153	140	143	144	146	136	137	109	100

ORIGINAL EQUIPMENT SHIPPED TO VEHICLE MANUFACTURERS

1934 = 100 1935 = 146 1936 = 186

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1934	93	120	147	125	116	114	100	91	54	50	77	99
1935	136	133	154	171	136	126	126	112	132	179	194	175
1936	217	190	181	190	172	174	172	142	148	182	223	246

EXPORT SHIPMENTS

1935 = 96 1936 = 99

	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1935	91	79	101	84	102	94	101	102	92	98	100	107
1936	89	79	103	108	98	95	103	94	96	112	89	118

Sales of American Motor Vehicles Outside United States, 1921-1936

(Compiled by Automobile Manufacturers Assn.)

	PASSENGER CARS			MOTOR TRUCKS			
Year	U. S. Exports Inc. For. Assemblies	Canadian Output	Total Cars	U. S. Exports Inc. For. Assemblies*	Canadian Output	Total Trucks	Total Motor Vehicles
1921	51,050	61,098	112,148	12,569	5,148	17,717	129,865
1922	108,426	94,904	203,330	22,473	7,149	29,622	232,952
1923	175,158	129,228	304,386	60,025	17,210	77,235	381,621
1924	217,169	117,765	334,934	75,980	17,481	93,461	428,395
1925	316,093	135,573	451,666	112,594	26,397	138,991	590,657
1926	289,135	164,856	453,991	104,309	39,871	144,180	598,171
1927	331,959	146,827	478,786	137,509	32,227	169,736	648,522
1928	418,845	196,741	615,586	163,919	45,641	209,560	825,146
1929	451,079	207,498	658,577	283,132	55,797	338,929	997,506
1930	247,764	125,442	373,206	157,951	28,750	186,701	559,907
1931	134,048	65,093	199,141	107,509	17,528	125,037	324,178
1932	72,889	50,694	123,583	47,350	10,095	57,445	181,028
1933	98,155	53,849	152,004	78,428	12,003	90,431	242,435
1934	184,156	92,647	276,803	126,366	24,205	150,571	427,374
1935	210,367	135,562	345,[illegible]	124,474	37,315	161,789	507,718
1936	217,995	131,308	[illegible],303	128,499	31,014	159,513	508,816

*The foreign assembly figures included here are also included in the factory sales figures compiled by the U. S. Census Bureau.

Who's Who

(*Continued from Page* 123)

ROYERSFORD FOUNDRY & MACHINE CO., Inc., 600 Main st., Royersford, Pa. Shaft hangers, couplings, collars, pillow blocks, etc., 10, 14, 20, 21 in. drill presses, emery grinders, tumbling barrels (foundry), commercial roller bearings, roller bearing pillow blocks, grey iron casting and machine work. F. H. Deisher, pres., treas.; J. C. Deisher, secy., sales mgr., pur. agt.; T. B. MacKissic, gen. mgr.; Andrew Hyden, chief engr. Det. Rep.—Riverside Mchy. Depot (machine tools), D. P. Brown & Co. (power transmission).

RUBY CHEMICAL CO., 68-70 McDowell st., Columbus, O. Soldering flux, liquid, paste; solder, acid-core, rosin-core. Leo Gorsuch, pres.; G. C. Baker, secy.-treas., gen. mgr., pur. agt. Adv. Agcy.—Harry M. Miller, Inc., 22 E. Gay st., Columbus, O.

RUSSELL, BURDSALL & WARD BOLT & NUT CO., Port Chester, N. Y. Bolts, nuts and rivets. Evans Ward, pres.; Warren L. Ward, vice-pres.; Ellwood Burdsall, treas.; H. O. McCully, sales mgr.; Howard E. Marshall, pur. agt.; Henry Secan, chief engr. Det. Rep.—P. J. Durr, General Motors bldg.

RUSSELL MFG. CO., Middletown, Conn. Woven and molded brake lining, woven and molded clutch facings, automotive and aviation textiles. G. M. Williams, pres., gen. mgr.; T. M. Russell jr., vice-pres., consulting engr.; A. P. Smith, secy.; C. J. Sharer, vice-pres., treas.; C. E. Harwood, sales mgr.; G. T. Palmer, pur. agt. Det. Reps.—F. A. Thompson and W. F. Heyd, 4-150 General Motors bldg. Chicago Rep.—R. E. Dowd. Adv. Agcy.—Chas. W. Hoyt Co., 650 Main st., Hartford, Conn.

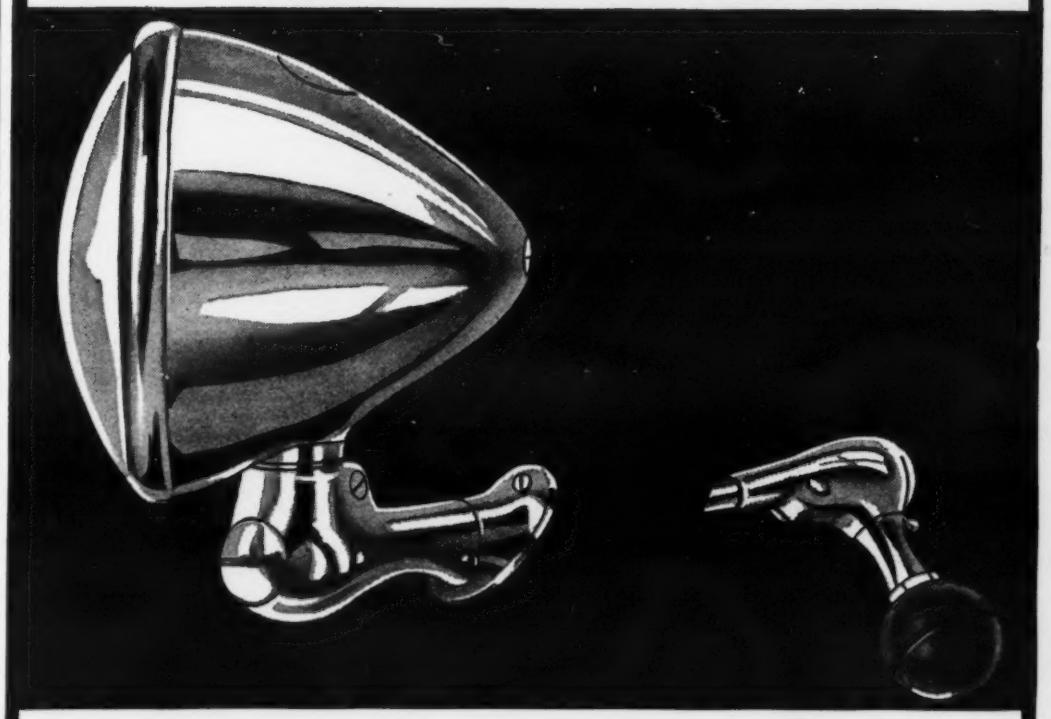
RYDER MFG. CO., Inc., 11 N. Union st., Elgin, Ill. Upper cylinder lubricators, lubricating oil, valve grinders, dash controls, cut-outs, crankcase breathers, windshield defrosting fans, oil drain valves. E. Ryder, pres., gen. mgr., chief eng.; A. P. Swanson, secy., sales mgr., pur. agt., adv. mgr.; A. Ryder, treas. Det. Rep.—N. L. Totema, 614 N. Washington ave., Lansing, Mich.

RYERSON & HAYNES, Inc., Jackson, Mich. Metal tire covers, automobile jacks, moldings, general production parts and assemblies, thermostats. C. W. Ryerson, pres., gen. mgr.;

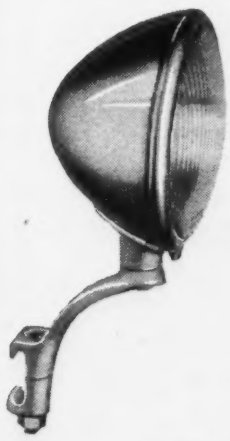
(*Continued on Page* 127)

THE GREATEST DRIVING LIGHT IS

Safetylight



The 143,000 candlepower Safetylight with a range of a quarter-of-a-mile is one of the most profitable safety accessories that any dealer can sell. It is approved by leading car manufacturers, fits any make or model car, bus, or truck and is quickly and easily installed without the slightest possibility of error. Safetylight shows up every hazard ahead, prevents blinding from oncoming glare and permits fast, steady driving on the darkest night. It actually makes night driving as easy as in daytime. Turns in any direction to spot road signs, house numbers and other objects off the road. Thousands of dealers are selling Safetylights in volume. List price **$16.00**



AND THE GREATEST ROAD LAMP IS THE

Unity Deluxe

This Road Lamp, although selling at a popular figure, is superior in all respects to lamps selling at twice the price. It has the same scientifically spun reflector that is used in Safetylight, 32 candlepower pre-focused bulb, special baffle shield for greatest effectiveness in foul weather, approved light-filter amber lens, chromium-plated heavy-gauge shell reinforced for absolute security, and one-bolt malleable universal bracket. Unity Deluxe Road Lamp fits way down low on the bumper arm and sends its powerful beam close to the road, showing a clear path in fog, mist, snow or rain and in all night driving. A positive boon in passing. Unity Deluxe Road Lamp is installed in a jiffy. List price **$5.50**

Write for complete information on these two profitable lights

UNITY MANUFACTURING COMPANY

2909 INDIANA AVENUE • CHICAGO

YOU Mr Dealer-

MUST KNOW THE FACTS ABOUT YOUR BUSINESS BEFORE YOU CAN OPERATE YOUR FRANCHISE SUCCESSFULLY.

THE MOST VITAL NECESSITY IN YOUR DEALERSHIP IS THE PROPER ACCOUNTING SYSTEM WHICH WILL GIVE YOU THE FACTS.

WE HAVE THE SYSTEM YOU NEED REGARDLESS OF WHAT CAR YOU HANDLE.

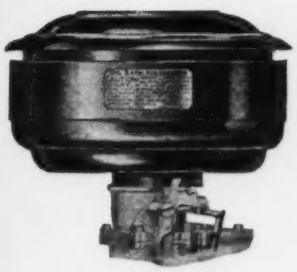
THE REYNOLDS & REYNOLDS COMPANY

DAYTON, OHIO

WORLD'S LARGEST MANUFACTURERS AND DISTRIBUTORS OF AUTOMOBILE DEALERS ACCOUNTING SYSTEMS AND SUPPLIES FOR ALL DEPARTMENTS OF YOUR BUSINESS

Good Bye! "DUST" Troubles

If You Use



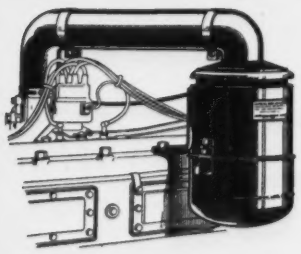
"HAT" TYPE

UNITED Oil Bath Air Cleaners

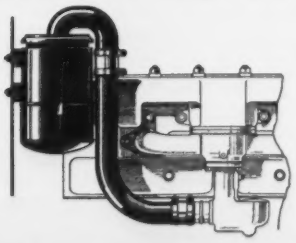
AGRICULTURAL TYPE
Air Stream Completely Sealed Off With Oil
HIGHEST CLEANING EFFICIENCY

This type of Oil Bath air cleaner designed for use on passenger and light commercial trucks equipped with Downdraft carburetors and which operate over highways and streets where dust conditions are too severe for an ordinary screen.
Heavy gauge steel construction throughout Electric welded fabrication —**no solder**—has removable filter element. Gasoline mileage unaffected by even a pound of trapped dirt in oil reservoir Quickly and easily installed with a common screw driver.

HEAVY-DUTY, TRUCK, AUTOMOTIVE AND INDUSTRIAL TYPES OIL BATH AIR CLEANERS
With Big Dirt Trapping Capacity



Dash or cowl mounted type is very popular for making installation in the field. If bent pipe is not available, flexible tubing, taped and shellacked and with radiator hose fittings make an excellent clean air line between cleaner and carburetor air horn.



Motor mounted type can be furnished for several makes of trucks equipped with either up or Downdraft carburetor.

UNITED AIR CLEANER CO.
9705 Cottage Grove Ave. Chicago, Illinois

1936 State Registration Fees

STATES	Total Receipts, Registration Fees, Etc.	MOTOR VEHICLE FEES: Total Cars and Trucks	Passenger Cars	Motor Trucks	REGISTRATION FEES, OTHER VEHICLES: Trailers and Semi-Trailers	Motor-cycles	Total Registration Fees, All Vehicles
Alabama	$ 4,101,000	$ 3,777,000	.....	.....	.....	.....	$ 3,777,000
Arizona	1,028,000	754,000	$ 365,000	$ 389,000	$ 48,000	$ 1,000	803,000
Arkansas	2,829,000	2,361,000	1,287,000	1,074,000	262,000	1,000	2,624,000
California	21,087,000	18,758,000	14,713,000	4,045,000	784,000	45,000	19,587,000
Colorado	2,589,000	1,893,000	1,436,000	457,000	26,000	2,000	1,921,000
Connecticut	5,957,000	3,904,000	2,580,000	1,324,000	15,000	6,000	3,925,000
Delaware	1,102,000	804,000	544,000	260,000	25,000	1,000	830,000
Florida	5,546,000	5,017,000	3,539,000	1,478,000	180,000	5,000	5,202,000
Georgia	1,302,000	1,230,000	1,013,000	217,000	35,000	3,000	1,268,000
Idaho	2,175,000	2,066,000	1,478,000	588,000	29,000	2,000	2,097,000
Illinois	19,410,000	17,612,000	12,339,000	5,273,000	143,000	14,000	17,769,000
Indiana	9,044,000	7,133,000	5,330,000	1,803,000	290,000	6,000	7,429,000
Iowa	10,793,000	10,297,000	7,713,000	2,584,000	74,000	7,000	10,378,000
Kansas	3,815,000	3,584,000	2,769,000	815,000	66,000	4,000	3,654,000
Kentucky	4,591,000	3,262,000	2,146,000	1,116,000	.....	2,000	3,264,000
Louisiana	4,112,000	3,605,000	2,531,000	1,074,000	418,000	3,000	4,026,000
Maine	3,582,000	2,703,000	1,949,000	754,000	54,000	5,000	2,762,000
Maryland	4,744,000	3,141,000	2,566,000	575,000	93,000	7,000	3,241,000
Massachusetts	6,795,000	4,188,000	2,699,000	1,489,000	19,000	2,000	4,209,000
Michigan	19,737,000	16,768,000	11,697,000	5,071,000	854,000	12,000	17,634,000
Minnesota	8,189,000	7,691,000	5,861,000	1,830,000	225,000	6,000	7,922,000
Mississippi	1,869,000	1,830,000	.....	.....	.....	.....	1,830,000
Missouri	8,988,000	7,832,000	6,560,000	1,272,000	110,000	9,000	7,951,000
Montana	1,730,000	1,480,000	1,087,000	393,000	5,000	1,000	1,486,000
Nebraska	2,158,000	1,951,000	1,219,000	732,000	34,000	2,000	1,987,000
Nevada	279,000	252,000	154,000	98,000	9,000	1,000	262,000
New Hampshire	2,635,000	2,149,000	.....	.....	.....	5,000	2,154,000
New Jersey	17,850,000	12,641,000	8,817,000	3,824,000	209,000	9,000	12,859,000
New Mexico	1,318,000	1,217,000	819,000	398,000	17,000	1,000	1,235,000
New York	46,291,000	40,443,000	29,190,000	11,253,000	466,000	46,000	40,955,000
North Carolina	7,589,000	7,350,000	4,820,000	2,530,000	.....	5,000	7,355,000
North Dakota	1,456,000	1,338,000	1,017,000	321,000	3,000	1,000	1,342,000
Ohio	23,256,000	21,029,000	13,439,000	7,590,000	1,020,000	.....	22,049,000
Oklahoma	4,743,000	3,700,000	2,404,000	1,296,000	130,000	4,000	3,834,000
Oregon	2,832,000	2,475,000	1,422,000	1,053,000	.....	5,000	2,480,000
Pennsylvania	35,331,000	25,626,000	17,518,000	8,108,000	313,000	29,000	25,968,000
Rhode Island	2,596,000	2,045,000	1,583,000	462,000	2,000	2,000	2,049,000
South Carolina	1,876,000	1,523,000	1,103,000	420,000	50,000	1,000	1,574,000
South Dakota	1,540,000	1,464,000	1,264,000	200,000	27,000	.....	1,491,000
Tennessee	3,760,000	3,526,000	.....	.....	.....	.....	3,526,000
Texas	17,725,000	16,711,000	10,982,000	5,729,000	390,000	16,000	17,117,000
Utah	976,000	808,000	484,000	324,000	22,000	1,000	831,000
Vermont	2,245,000	1,899,000	1,348,000	551,000	8,000	4,000	1,911,000
Virginia	5,737,000	5,075,000	3,724,000	1,351,000	48,000	5,000	5,128,000
Washington	2,980,000	2,403,000	1,405,000	998,000	162,000	6,000	2,571,000
West Virginia	5,832,000	4,438,000	3,396,000	1,042,000	53,000	6,000	4,497,000
Wisconsin	12,213,000	11,588,000	8,552,000	3,036,000	317,000	14,000	11,919,000
Wyoming	541,000	501,000	336,000	165,000	25,000	.....	526,000
District of Columbia	963,000	186,000	163,000	23,000	2,000	1,000	189,000
PARTIAL TOTALS			$207,361,000	$85,385,000	$7,062,000	$308,000	
GRAND TOTALS	$359,783,000	$304,028,000					$311,398,000

Miscellaneous Receipts

STATES	Total	Dealers' Licenses and Plates	Operators' and Chauffers' Permits	Certificates of Title	Fines and Penalties	Transfer or Registration Fees	Other Miscel-laneous
Alabama	$ 324,000	.....	$ 227,000	.....	$ 88,000	.....	$ 9,000
Arizona	225,000	$ 3,000	35,000	$ 88,000	2,000	$ 36,000	61,000
Arkansas	205,000	18,000	123,000	.....	7,000	8,000	49,000
California	1,500,000	47,000	176,000	.....	71,000	1,128,000	78,000
Colorado	668,000	24,000	344,000	195,000	4,000	91,000	10,000
Connecticut	2,032,000	102,000	1,546,000	.....	195,000	123,000	66,000
Delaware	272,000	6,000	123,000	38,000	67,000	16,000	22,000
Florida	344,000	21,000	8,000	203,000	.....	1,000	13,000
Georgia	34,000	6,000	11,000	.....	.....	8,000	9,000
Idaho	78,000	26,000	41,000	.....	.....	.....	11,000
Illinois	1,641,000	87,000	314,000	501,000	.....	639,000	100,000
Indiana	1,615,000	46,000	566,000	352,000	.....	484,000	—35,000
Iowa	415,000	47,000	78,000	.....	1,000	203,000	86,000
Kansas	161,000	22,000	40,000	.....	.....	73,000	26,000
Kentucky	1,327,000	24,000	391,000	.....	1,000	107,000	482,000
Louisiana	86,000	13,000	77,000	.....	9,000	.....	—13,000
Maine	820,000	58,000	523,000	.....	21,000	156,000	62,000
Maryland	1,503,000	42,000	303,000	716,000	275,000	127,000	40,000
Massachusetts	2,586,000	67,000	2,442,000	.....	11,000	.....	66,000
Michigan	2,103,000	71,000	673,000	854,000	.....	369,000	136,000
Minnesota	267,000	47,000	126,000	1,000	68,000	.....	25,000
Mississippi	39,000	2,000	.....	.....	33,000	.....	4,000
Missouri	1,037,000	77,000	206,000	437,000	2,000	293,000	22,000
Montana	244,000	19,000	112,000	34,000	30,000	43,000	6,000
Nebraska	171,000	15,000	26,000	.....	.....	124,000	6,000
Nevada	17,000	3,000	.....	1,000	.....	11,000	2,000
New Hampshire	481,000	23,000	357,000	.....	88,000	.....	13,000
New Jersey	4,991,000	65,000	3,582,000	547,000	146,000	557,000	94,000
New Mexico	83,000	7,000	.....	.....	1,000	23,000	52,000
New York	5,336,000	196,000	3,188,000	.....	453,000	1,217,000	282,000
North Carolina	234,000	.....	136,000	163,000	.....	.....	—65,000
North Dakota	114,000	16,000	41,000	56,000	.....	.....	1,000
Ohio	1,207,000	174,000	651,000	.....	.....	.....	68,000
Oklahoma	909,000	43,000	.....	295,000	.....	.....	271,000
Oregon	352,000	21,000	85,000	190,000	27,000	.....	29,000
Pennsylvania	9,363,000	347,000	5,204,000	1,958,000	471,000	1,179,000	204,000
Rhode Island	547,000	16,000	397,000	.....	.....	90,000	44,000
South Carolina	302,000	17,000	178,000	.....	40,000	19,000	48,000
South Dakota	49,000	15,000	.....	25,000	.....	.....	9,000
Tennessee	180,000	.....	.....	.....	35,000	.....	12,000
Texas	608,000	44,000	186,000	.....	.....	209,000	169,000
Utah	145,000	12,000	17,000	66,000	5,000	25,000	20,000
Vermont	334,000	25,000	268,000	.....	.....	50,000	—9,000
Virginia	609,000	55,000	82,000	246,000	.....	171,000	55,000
Washington	409,000	12,000	111,000	141,000	.....	.....	15,000
West Virginia	1,335,000	48,000	196,000	1,001,000	.....	66,000	24,000
Wisconsin	294,000	28,000	35,000	.....	.....	219,000	12,000
Wyoming	15,000	6,000	.....	.....	.....	8,000	1,000
District of Columbia	774,000	5,000	287,000	103,000	329,000	37,000	13,000
GRAND TOTALS	$48,385,000	$2,068,000	$23,512,000	$8,211,000	$2,480,000	$7,916,000	$2,705,000

Who's Who

(*Continued from Page* 125)

L. S. Haynes, secy.-treas.; F. E. Beach, sales mgr., adv. mgr.; F. Schmidt, chief engr.; Harry Spencer, pur. agt. Det. Reps.—F. E. Beach, L. Dunning, General Motors bldg. Adv. Agcy.—Kirkgasser-Drew, Inc., Chicago, Ill.

S

SAFETY EQUIPMENT CO., 1806 E. 55th st., Los Angeles, Calif. Gasoline pumps, visibles and meters, light towers, compressors, steel buildings. J. R. Vonde, pres.; D. E. Vonde, secy.; F. R. Vonde, treas.; M. R. Howard, sales mgr.

SAFETY FREE-WHEELING CO., 736 N. Albany ave., Chicago. Automatic clutch controls, vacuum power brakes for Ford and Chevrolet and house trailers, momentum power brake for Ford truck. J. C. Allen, pres.

SAGINAW MALLEABLE IRON DIVISION, Saginaw, Mich. (Div. of General Motors Corp.) D. O. Thomas, mgr.; W. H. Doerfner, wks. mgr.; French E. Bassett, gen. sales mgr.; James H. Smith, prod. mgr.

SAGINAW PLATING & SPECIALTY CO., 2119 S. Jefferson ave., Saginaw, Mich. Trailer parts, hitches, jacks, bumpers. R. E. Beuthin, pres.; E. C. Swift, sales mgr.; E. R. Berluti, chief engr. Adv. Agency.—Seemann & Peters, Inc., Saginaw, Mich.

SAGINAW STAMPING AND TOOL CO., Saginaw, Mich. One wheel trailers, caster jacks, independent spring cushion units, wheels, parking legs, casters of all descriptions. Alex R. Pribil, pres. and gen. mgr.; Charles L. McMillan, secy.-treas., pur. agt.; G. P. Tinkham, sales mgr. and adv. mgr.; Ray Harroun, chief engr.; Det. Rep. Harold F. Cates, 454 Book bldg. Adv. Agcy. —The Cargill Co., Grand Rapids, Mich.

SAGINAW STEERING GEAR DIV. GENERAL MOTORS CORP., 512 N. Hamilton st., Saginaw, Mich. Steering gears for passenger cars, trucks and buses. A. W. Phelps, gen. mgr.; W. A. Kull, sales mgr.; O. W. Habel, prod. engr.; W. H. Taylor, pur. agt.

SALES CONTESTS, Inc., 10th flr. American bldg., Dayton, O. Sales contest planning and merchandising. N. L. Cramer, pres., treas.; H. I. Cramer, adv. mgr.
(See Display Advertising Index)

SALES OIL BURNER CO., Inc., 1810 N. Saginaw, Flint, Mich. Oil burners. Fred E. Whitcomb, pres.; Ervin Whitcomb, secy.; Mark J. Sales, treas., gen. mgr., pur. agt.; Earl W. Sales, adv.-sales mgr.; Hercy G. Sales, chief engr., prod. mgr.; B. Dave Bushaw, atty. Det. Rep.—Mark J. Sales, 1542 Eaton rd., Berkley.

S and M LAMP CO., 36th pl. and Broadway, Los Angeles, Calif. Fog lights, spot lights, flood lights, etc. Jim Shirreffs, pres., gen. mgr., sales mgr., adv. mgr.; S. Friedman, treas.; Bill Shirreffs, chief engr.; L. E. Daubenberger, pur. agt.

SAMSON-UNITED CORP., 1700 University ave., Rochester, N. Y. Electric fans for automotive defrosting, cooling. A. O. Samuels, pres.; C. H. Stephens, secy.-treas.; H. L. Samuels, sales mgr.; P. Tehinnis, chief engr.; B. B. Goodman, pur. agt.; S. H. Weinstein, adv. mgr. Det. Rep.—T. H. Skinner, 4250 N. Lockwood ave., Toledo, O. Adv. Agcy.—Grey Advertising Agency, Inc., 128 W. 31st st., New York.

SAYLOR-BEALL MFG. CO., 1501 E. Philadelphia ave., Detroit. Air compressors, spray painting equipment, transmission tire pumps. F. F. Beall, pres., treas.; Chas. S. Fisher, vice-pres., asst. secy.; R. Stahl, chief engr.; E. R. Saur, pur. agt.
(See Display Advertising Index)

SCHAEFER BODY, Inc., 5009 Superior ave., Cleveland. Truck bodies, transportation equipment. Henry G. Schaefer, pres., gen. mgr.; Henry C. Kreuger, secy.-treas., pur. agt.; Arthur Kruse, sales mgr., adv. mgr.; Arthur Thunholst, chief engr.

SCHARTOW IRON PRODUCTS CO., 16th and Junction ave., Racine, Wis. Piston ring compressor, valve grinders, re-threading tools, bushing removers, gas tank caps, cross-over hose clamps. F. E. Schartow, pres., treas.; M. P. Poulsen, secy. Det. Rep.—Mark L. Berman, 2722 Webb ave.

SCHELM BROS., Inc., 129 McKinley, East Peoria, Ill. Display trailers, motor truck bodies. U. S. Mail truck bodies, van bodies. C. W. Schelm, pres., gen mgr., pur. agt.; Paul F. Schelm, secy.; W. H. Schelm jr., treas., chief engr., sales mgr.; H. L. McFall, adv. mgr. Adv. Agcy.—Harry Clatfelter, Peoria, Ill.

SCHERR, GEORGE, CO., Inc., 128 Lafayette st., New York. Optical measuring instruments, gear testers, gear cutting equipment. George Scherr, pres., treas.; Fritz Koenig, secy. Det. Rep.—M. L. Higgins Co., 2921 E. Grand blvd.

SCHOELKOPF MFG. CO., 212 E. Washington ave., Madison, Wis. Door operators. L. F. Schoelkopf, pres. Adv. Agcy.—Straus Printing Co., Madison, Wis.

SCHRADER'S, A., Son (Div. of Scovill Mfg. Co., Inc.), 470 Vanderbilt ave., Brooklyn, N. Y. Tire valves, gauges, air control devices. W. T. Hunter, vice-pres., gen. mgr.; F. Triamen, vice-pres., asst. treas.; R. L. deBrauwere, asst. secy.; C. Wilcox, pur. agt.; S. T. Williams, supt.; D. S. Hunter, adv. mgr. Det. Office—916 New Center bldg. Adv. Agcy.—N. W. Ayer & Son, Inc., Philadelphia, Pa.
(See display advertising index)

SCHROEDER & TREMAYNE, INC., 500 N. Commercial, St. Louis, Mo. Sponges, chamois. Theodore Schroeder, pres., sales mgr., pur. agt.; Carl Rueck, secy.-treas.; John A. Sheehan, vice-pres.; Jack Schroeder, adv. mgr. Det. Rep.—F. H. Forrest, 2332 Tuxedo blvd.

SCHULT TRAILERS, Inc., Elkhart, Ind. House and display trailers. Wilbur J. Schult, pres.; W. J. Schult, secy-treas.; W. O. Wells, gen. mgr.; M. W. Wells, sales, adv. mgr.; G. R. Schutes, chief engr.; G. F. McBride, pur. agt.

SCHWARZE ELECTRIC CO., 1322 E. Church st., Adrian, Mich. Automotive horns, defrosters, oil gauges, industrial signals. Vernon Hoxie, pres.; W. H. Burnham, chmn. of bd.; A. J. Walper, vice-pres.; H. M. Beery, secy.-treas. and gen. mgr.; P. M. Pontius, sales mgr.; F. Von Voigtlander, chief engr.; A. J. Mead, pur. agt. Det. Rep. —M. B. Berkman, 13945 Parkside.

SCHWITZER CUMMINS CO., 1125 Mass. ave., Indianapolis, Ind. Radiator cooling fans, water and oil pumps, automatic water pump seals, superchargers, blower fans, ventilating equipment, stokers, domestic and industrial. Louis Schwitzer, pres., treas., gen. mgr., chief engr.; Louis Schwitzer jr., secy. A. W. Parsons, sales mgr.; H. E. Blasingham, pur. agt.; Walter Sormane, adv. mgr. Adv. Agcy. —MacManus, John & Adams, Fisher bldg., Detroit, Mich.

SCINTILLA MAGNETO CO., Inc., Sherman ave., Sidney, N. Y. Magnetos, couplings, magneto switches, ignition radio shielded ignition sets, battery and magneto. Vincent Bendix, pres.; E. A. Gossner, secy.; W. J. Buettner, treas.; G. E. Steiner, asst. secy.-treas.; H. Hanni, gen. mgr.; A. J. Poole, sales mgr. automotive div.; W. J. Spengler, chief engr.; Alex Bekker, pur. agt.; J. T. Lansing, adv. mgr. Det. Rep.—Greenleaf, Inc., 3127 Jefferson ave., E. Adv. Agcy.—Roche, Williams & Cunnyngham, Chicago.

SCOVILL MFG. CO., 99 Mill st., Waterbury, Conn. Copper tubing, cap screws, machine screws, screw machine products, non-ferrous forgings, brass sheet, rod, wire and tubing, bronze sheet, rod and wire, nickel-silver sheet, rod and wire, manufactured goods made to order, brass and copper pipe. E. O. Goss, pres., gen. mgr.; Francis T. Reeves, secy.; L. P. Sperry, treas.; E. S. Sanderson, sales mgr.; A. P. Hickcox, pur. agt. Det. Rep.—Wm. Robert Wilson, Stephenson bldg. Adv. Agcy.—N. W. Ayer & Son, Washington Square, Philadelphia, Pa.

SEALED POWER CORP., 500 Sanford st., Muskegon, Mich. Piston rings, pistons, pins, cylinder sleeves, valves, valve parts, piston skirt expanders. C. E. Johnson, pres.; Paul R. Beardsley, secy.-treas.; Neil A. Moore, gen. mgr.; William O. Banta, sales mgr.; J. H. Ballard, chief engr.; L. F. Iverson, pur. agt.; John E. Norwood, adv. mgr. Det. Rep.—George E. Davies, 3-266 Gen. Mtrs. bldg. Adv. Agcy.—Roche, Williams & Cunnyngham, Chicago, Ill.

SEAMAN PAPER CO., 410 N. Michigan ave., Chicago. Automotive Products Div., 133 E. Milwaukee ave., Detroit. Insulation material for cars, buses, trucks, house trailers, airplanes, sound deadening and acoustic materials, composition board. D. R. Teaman, chmn. of bd.; C. W. Sherman, pres.; Louis Springer, secy.; A. J. Drusch, gen. mgr.

SEIBERLING RUBBER CO., Akron, O. Pneumatic automobile and truck tires and tubes, rubber soles and heels, rubber mats. F. A. Seiberling, pres.; W. E. Palmer, secy.; C. W. Seiberling, treas.; W. A. M. Vaughan, ex. vice-pres.; J. P. Seiberling, sales mgr.; H. P. Shrank, factory mgr.; E. E. Neyland, pur. agt.; J. H. Bunting, adv. mgr. Adv. Agcy.—Meldrum & Fewsmith, Cleveland, O.

SEISS MFG. CO., 3835-61 Seiss ave., Toledo, O. Electric signal horns, gas tank caps. George J. Seiss, pres., mgr., pur. agt.; August J. Seiss, treas., sales mgr., adv. mgr.; Leonard A. Seiss, chief engr.

SEMINOLE COACH CO., 970 W. Grand River, Novi, Mich. Trailer coaches and steel shells. W. C. Henning, pres., gen. mgr.; A. M. Heyboer, secy.; G. A. Henning, treas.; Carl Hellpenstell, adv. mgr.

SERVICE CASTER & TRUCK CO., 850 N. Albion st., Albion, Mich. All types of heavy duty industrial truck casters; trucks, platform, two-wheel, and various special or custom built models used extensively in automotive plants. W. A. Brown, pres.; W. C. Peak, secy.-treas., gen. mgr.; W. C. Peak, S. S. Raynor and E. C. Goodall, sales mgrs.; Werner Zeindler, chief engr.; B. D. Safreed, pur. agt.; W. B. Lackey jr., adv. mgr. Det. Rep.—Manufacturers' Sales Co., 2189 E. Grand blvd. Adv. Agcy.—Evans Associates, Inc., 225 N. Michigan ave., Chicago.

SERVICE MFG. CO., 123 E. 12th st., Erie, Pa. Lubricating equipment, service station signals, valve stem benders. K. C. Eagley, pres., chief engr.; L. C. Erickson, treas., adv. mgr.; George C. Burns, sales mgr.; W. L. Youngquist, pur. agt. Det. Rep.—Jack Stetzel, Ft. Wayne Hotel. Adv. Agcy.—Albert J. Davies, Erie, Pa.

SERVICE SPRING CO., Indianapolis. Automobile springs, trailer springs. O. J. Strayer, pres., treas.; A. H. Gueutal, vice-pres.; W. H. Bunker, secy.; A. W. Hendrickson, pur. agt.

SERVICE STATION EQUIPMENT CO., offices: Conshohocken Pa., and Muskegon, Mich. Gasoline pumps, lube, grease, alcohol and kerosene pumps, automatic tire inflators and air compressors. W. E. Maun, pres., gen. mgr.; H. J. Wesley, secy.-treas., compt.; B. H. Freusdorf, vice-pres., sales mgr.; Eric Bradley, chief engr.; John H. Wood, adv. mgr. Det. Rep.—L. A. Prescott, mgr., Muskegon, Mich.

SESAMEE CO., 133 Laurel st., Hartford, Conn. Keyless locks, including a keyless glove compartment door lock. Porter Chase, pres., treas.; Thomas C. Hewes, secy.; Wm. B. Green, jr., gen. mgr., pur. agt. Det. Rep.—N. R. Fisher, 1264 Charles st., Lakewood-Cleveland, O. Adv. Agcy.—Charles W. Hoyt Co., Inc., 551 Fifth ave., New York City.

SEVERIN CO., 27 Ball st., Irvington, N. J. Commercial truck bodies. P. R. Severin, pres., sales mgr., pur. agt.; M. M. Bamberger, secy.-treas.

SEWALL PAINT & VARNISH CO., 1009 W. Eighth st., Kansas City, Mo. Automotive lacquer, synthetic enamel. A. C. Bale, first vice pres.; E. R. Kyger, second vice pres.; G. E. Weissert, sales mgr.; W. M. LaBrant, pur. agt.; H. E. Hancock, chief engr.; E. R. Ashbrook, adv. mgr. Det. Rep.—C. R. Standley, 330 W. Roosevelt, Wheaton, Ill. Adv. Agcy.—Arthur Mogge, Chicago, Ill.

(*Continued on Page* 129)

Repaint Your Used Cars with

VE-KOTE

SYNTHETIC ENAMEL

SAVES MONEY!
DRIES QUICKER!
DOES A BETTER JOB!

WHEN you buy enamel to repaint your used cars, you should get the "most good paint your dollar will buy." That's Ve-Kote Synthetic Enamel.

Ve-Kote Synthetic Enamel comes to you with extra paint in the can—so heavy in body that it can stand 25 to 50% thinning for spray jobs and 15 to 20% thinning for brushing. Ve-Kote actually costs you less *per gallon* and *per job* of auto painting. A couple of quarts of Ve-Kote and a pint or two of Ve-Kote Reducer will repaint the average used car—including body, hood, fenders and wheels.

Ve-Kote does your painting jobs quickly. It dries dust-free in from ten to twenty minutes—tack-free in from one to two hours—dries hard and print-free in from three to four hours—and can be rubbed and polished twenty-four hours after application. Ve-Kote also bakes or force dries with heat perfectly.

Ve-Kote is manufactured in 21 stock colors and 39 special production colors matched to the standard auto factory production body, wheel and trim colors. Write us for our 1937 Color Card and prices. We will gladly mail them to you upon request and at the same time quote our special quantity discounts.

INDUSTRIAL

Many of the best auto accessory and parts manufacturers use Ve-Kote in their regular production, and have done so for years. They use it on wheels, fenders, tire covers, trunks, lights, hood, etc. It is a great labor saver. The principal house trailer manufacturers use Ve-Kote as their standard exterior finish in their production.

. . . NATION-WIDE COVERAGE BY V. E. P. DISTRIBUTORS

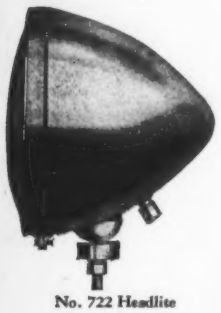
Alabama—Smith Paint and Lacquer Co., Atlanta, Georgia
Arizona—McDaniel Paint Co., Ontario, Calif.
May Bros. Co., Phoenix
Arkansas—Gilmore Paint and Paper Co., Little Rock
Armbruster & Co., Fort Smith
California—McDaniel Paint Co., Ontario
Wogoman Paint Co., Los Angeles
Metropolitan Lacquer Supplies Co., Los Angeles
C. E. Carlson Co., Alameda
The Carlson Co., Oakland
Canada—Wasco Paint Co., Toronto, Ontario
Colorado—Luby Motor Co., Denver
Arnold Motor Co., Boulder
Connecticut—Chrimes-Montague Co., Boston, Mass.
Delaware—Continental Lacquer Co., Baltimore, Md.
Continental Lacquer Co., Washington, D. C.
District of Columbia—Continental Lacquer Co., Washington, D. C.
Florida—Smith Paint and Lacquer Co., Atlanta, Georgia
Georgia—Smith Paint and Lacquer Co., Atlanta
Idaho—C. H. Dahlem Co., Seattle, Wash.
Johnson Paint Co., Tacoma, Wash.
Auto Parts Co., Salt Lake City, Utah
Illinois—George Fridley, Chicago
Boehli Paint Co., Chicago
Centralia Wall Paper and Paint Co., Centralia
Kimmel Auto Supply Co., Marion
Carmi Auto Supply Co., Carmi
Indiana—Edd Stanley, Indianapolis
Liet Auto Co., Elkhart
Moore Auto Supply Co., Vincennes
M. B. Easton, Evansville
Iowa—Jensen-Duane Co., Des Moines
Kansas—Wichita Trim Supply Co., Wichita
Kentucky—Service Glass Co., Evansville, Ind.
Eason-Morgan Co., Nashville, Tenn.
John Frenzel, Jr., Cape Girardeau, Mo.
Louisiana—Gilman Tire Co., New Orleans
Maine—Chrimes-Montague Co., Boston, Mass.
Maryland—Continental Lacquer Co., Baltimore
Massachusetts—Chrimes-Montague Co., Boston
Cynol Products Co., Brookline
Michigan—Bankle Supply Co., Detroit
Business Promotion Corp., Detroit
A. B. Johnson Chevrolet Co., Grand Rapids
Fred J. Hoogarhyde, Grand Rapids
Frank Cupples, Pontiac
A. B. Burkholder, Inc., Grand Rapids
Chi Namel Store, Detroit
Tri-Cote Co., Detroit
Minnesota—Weiskopf Paint Co., Minneapolis
Mississippi—Bradley Tire and Rubber Co., Jackson
Mississippi Glass Co., Jackson
Missouri—Missouri Auto Supply Co., St. Louis
W. S. Auto Supply Co., St. Louis
Crescent Auto Supply Co., St. Louis
Columbia Auto Parts Co., Columbia
Columbia Auto Parts Co., Booneville
Empire Tool & Supply Co., Springfield
John Frenzel, Jr., Cape Girardeau
C. R. Coffey Co., Kansas City
Nebraska—John Opitz Co., Omaha
Nevada—Auto Parts Co., Salt Lake City, Utah
McDaniel Paint Co., Ontario, Calif.
New Hampshire—Chrimes-Montague Co., Boston, Mass.
New Jersey—Milton Auto Body Supply Co., Newark
Marino Auto & Metal Works, Plainfield
Herman Dobb, Bayonne
Vaillant Bros., Paterson
New Mexico—Auto Parts Co., Salt Lake City, Utah
New York—Katz Bros., Inc., New York
Veco Paint Distributors, Buffalo
M. Suskind & Son, Rochester
M. Suskind & Son, Elmira
Economy Auto Shop, Niagara Falls
North Carolina—Continental Lacquer Co., Richmond, Va.
Continental Lacquer Co., Baltimore, Md.
Continental Lacquer Co., Washington, D. C.
North Dakota—Weiskopf Paint Co., Minneapolis, Minn.
Ohio—Defiance Paint and Color Co., Cleveland
Cincinnati Color Co., Cincinnati
Pushin Auto Supply Co., Madisonville
Pushin Auto Supply Co., Cincinnati
Mal Co Paint Co., Akron
Oklahoma—Vaco Paint Co., Oklahoma City
Cox Motor Co., Tulsa
Oklahoma Auto Supply Co., Muskogee
Oregon—Auto Paint Service, Portland
Pennsylvania—Motor Sales Co., Pittsburgh
Dailey's Chevrolet Co., Erie
C. Brassuer, Uniontown
Rhode Island—Painters Supply Co., Providence
South Carolina—Smith Paint & Lacquer Co., Atlanta, Ga.
Continental Lacquer Co., Richmond, Va.
South Dakota—John Opitz Co., Omaha, Neb.
Tennessee—Eason-Morgan, Inc., Nashville
Texas—Smith Paint Co., San Antonio
A. F. Schmalzried Co., Dallas
A. F. Schmalzried Co., Fort Worth
Davis-Duncan Auto Supply Co., Temple
E. D. Grote Paint Co., Corpus Christi
Utah—Auto Parts Co., Salt Lake City
Auto Parts Co., Provo
Auto Parts Co., Mt. Pleasant
Auto Parts Co., Richfield
Auto Parts Co., Cedar City
Vermont—Chrimes-Montague Co., Boston, Mass.
Virginia—Continental Lacquer Co., Richmond
Piedmont Chevrolet Co., Lynchburg
Washington—Johnson Paint Co., Tacoma
C. H. Dahlem Co., Seattle
J. J. Robinson Co., Aberdeen
J. J. Robinson Co., Olympia
West Virginia—Motor Sales Co., Pittsburgh, Pa.
Continental Lacquer Co., Richmond, Va.
Wisconsin—Merchandise Sales Co., Milwaukee
Wyoming—Auto Parts Co., Salt Lake City, Utah.
C. H. Dahlem Co., Seattle, Wash.

V. E. P. COMPANY
432 East Lafayette, Detroit, Michigan

FEATURE DIETZ LITES & SIGNALS To Meet I. C. C. Safety Regulations

Rear Vision Mirror

No. 300 Fog Lite With (D) Bracket



No. 722 Headlite

DIETZ

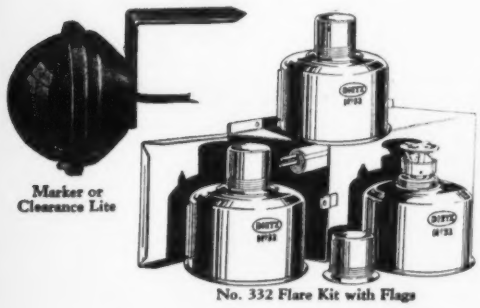
Sell QUALITY and SAFETY--Profitably

YOU do just that when you feature Dietz Lites and Signals. I. C. C. requirements are for permanent equipment. Hence, Fleet Owners must be sold quality devices if they are to get lasting and economical service.

There is both profit and satisfaction in selling Dietz goods because they measure up to the user's needs and expectations.

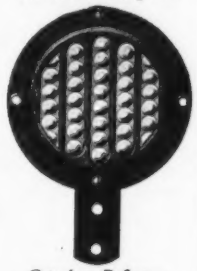
Send for Dietz Complete Catalog if you do not have it.

Flush Mount Stop Lite



Marker or Clearance Lite

No. 332 Flare Kit with Flags



Cataphote Reflector

R. E. DIETZ COMPANY, NEW YORK
PIONEER MAKERS OF VEHICLE LAMPS, FOUNDED 1840

HEAD LIGHTS • TAIL LIGHTS • MARKER LIGHTS • DITCH, FOG & SPOT LIGHTS • DIRECTION SIGNALS
TRUCK FLARES • REAR VISION MIRRORS • FLOOD LIGHTS • CATAPHOTE REFLECTORS • FIRE EXTINGUISHERS

Leading Markets for Seven Automobile Producing Countries of the World

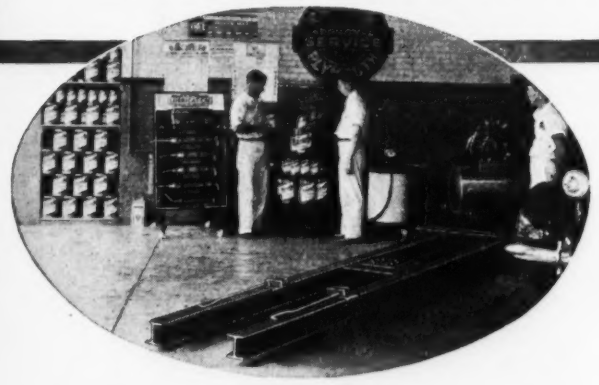
(Complete Vehicles or Chassis)

Producing Country and Its Markets	1935	1936
UNITED STATES		
Union of South Africa	33,687	43,116
Australia	29,126	25,552
Argentina	14,719	16,371
Japan	18,810	15,735
Belgium	20,197	15,538
Sweden	13,912	15,048
Mexico	11,435	13,183
Brazil	10,512	11,719
United Kingdom	8,887	11,140
British India	9,316	10,352
Other Countries	100,782	108,002
TOTAL	**271,383**	**285,756**
CANADA	**1935**	**1936**
Australia	29,535	26,489
British South Africa	8,804	8,724
New Zealand	4,170	7,710
United Kingdom	5,698	2,689
British India	4,584	2,167
Str. Settlements	2,276	1,727
British East Africa	1,113	965
Southern Rhodesia	936	826
Spain	2,633	654
Jamaica	860	587
Other Countries	3,721	3,032
TOTAL	**64,330**	**55,570**
FRANCE	**1935**	**1936**
French Colonies	8,383	10,638
Spain	1,978	2,541
Belgium-Luxembourg	1,958	2,282
Switzerland	1,148	1,071
Netherlands	707	880
Great Britain	1,087	835
Portugal	548	569
Sweden	412	346
Norway	157	335
Czechoslovakia	351	295
Other Countries	2,192	1,609
TOTAL	**18,921**	**21,401**
BELGIUM	**1935**	**1936**
Belgian Congo	5	33
France	6	23
Netherlands	24	16

Producing Country and Its Markets		
BELGIUM—Cont'd		
United Kingdom	6	14
Other Countries	72	56
TOTAL	**113**	**142**
UNITED KINGDOM	**1935**	**1936**
Australia	13,294	15,257
New Zealand	9,684	13,691
Other Br. Countries	9,484	12,965
Union of So. Africa	7,818	6,571
British India	6,757	5,762
Irish Free State	2,073	5,354
British Malaya	4,009	3,173
Denmark	2,859	2,097
Ceylon	1,962	1,376
Channel Islands	867	1,022
Other Countries	9,395	14,445
TOTAL	**68,202**	**81,713**
AUSTRIA	**1935**	**1936**
Germany	527	381
Hungary	122	202
Poland	66	124
Bulgaria	55	64
Switzerland	66	61
Italy	..	21
Yugoslavia	21	18
Spain	11	14
Czechoslovakia	7	14
Other Countries	49	86
TOTAL	**924**	**985**
GERMANY	**1935**	**1936**
Belgium	2,493	4,067
Sweden	1,711	3,095
Denmark	808	2,977
Spain	3,691	2,779
Switzerland	2,354	2,629
Netherlands	1,065	1,730
Hungary	972	1,586
Union of So. Africa	550*	1,353
Norway	639	1,254
Brazil	493	1,240
Other Countries	8,787	13,479
TOTAL	**23,563**	**36,189**

*British So. Africa.

CURTIS LIFTS
GIVE BETTER SERVICE



You and your customers will *both* get better, safer service from a CURTIS HYDRAULIC LIFT—*oil-locked* control and unusual accessibility enable you to save time with safety. Simplified design, rugged construction, and the best of materials assure extra long life and freedom from care and repairs.

HANDLE ALL CARS—any make, any model, including knee-action types.

SELF-LEVELING PLATFORM—prevents binding, even with sloping floor or uneven load.

DROP-AWAY WHEEL GUIDES—automatically center car on the lift.

ABSOLUTE SAFETY—oil-locked at any height. Safe for loads up to 4 tons.

CURTIS RESTYLED COMPRESSORS

Curtis Compressors have been restyled, simplified, modernized. Their handsome appearance matches their efficient, sturdy construction, long life and low upkeep. These distinctive Curtis features are time-tested: Centrifugal unloader—Centro-ring oiling—Timken bearings—V-belt drive—precision workmanship—¼ to 10 H.P.

CURTIS PNEUMATIC MACHINERY CO.
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LUBRICANT LEAKAGE IS *Obsolete*

★ Chicago Rawhide Engineers have removed the possibility of oil leakage with its resultant brake slippage, bearing failures and objectionable lubricant loss.

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Take advantage of Chicago Rawhide's 20 years of experience with the Automotive Industry. Consult Chicago Rawhide Engineers on your oil leakage and bearing protection problems.

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53 Years Manufacturing Quality Mechanical Leather Goods Exclusively
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Who's Who

(*Continued from Page* 127)

SHAKESPEARE PRODUCTS CO., 417 N. Pitcher st., Kalamazoo, Mich. Remote controls such as choke, spark, light, throttle, etc. Wm. Shakespeare jr., pres.; Monroe Shakespeare, secy.; Wm. J. Harrison, treas.; Henry G. Shakespeare, gen. mgr.; Donald E. Wallace, sales mgr.; Herman Weber, chief engr.; Harold Barron, pur. agt. Det. Rep.—Harry G. Wilson, 710 Stephenson bldg.

SHALER CO., 1400 E. Park pl., Milwaukee, Wis. Tube repair materials, vulcanizers, tire repair materials, oil alloy, motor gum solvents, tube repair. P. H. Dorr, pres.; Wm. Fleming jr., secy.-treas.; W. S. Coles, sales mgr.; B. H. Bredeson, pur agt. Det. Rep.—Claude Sharp, Donovan bldg. Adv. Agcy.—Geo. Kirkgasser Co., Wrigley bldg., Chicago.

SHAMROCK TRAILERS, 11765 Grand River, Detroit. Utility trailers, trailer parts. Geo. B. Schoemode, pres.; Paul Ketteman, gen. mgr., chief engr.; Chas. McGraile, sales mgr. Adv. Agcy.—Rolfe Spinning, Detroit.

SHARON STEEL CORP., S. Irvine ave., Sharon, Pa. Hot rolled strip steel, cold rolled strip steel, stainless hot and cold rolled strip steel, terne and galvanized strip steel; sheets: black, pickled, galvanized and enameling grades. H. A. Roemer, pres.; J. Reid Evans, secy.-treas.; T. M. Galbreath, sales mgr.; G. S. Warren, chief engr.; A. D. Troth, pur. agt. Det. Rep.—J. A. Sargent, General Motors bldg.

SHELLER MFG. CORP., S. Bridge st., Portland, Ind. Automobile steering wheels, molded hard rubber products, molded plastic. M. M. Burgess, pres., gen. mgr.; J. A. McKeown, secy.; E. F. Cartwright, treas.; E. W. Sheller, chief engr.; E. J. Minch, pur. agt. Det. Rep.—E. J. Cosgrave, 2-128 General Motors bldg.

SHEPARD-THOMASON CO., 2023 W. Gage ave., Los Angeles, Cal. Brake relining and brake shoe grinding machines, automatic riveting machines, brake lining clamps, brake and drum gauges, Universal wheel pullers, bearing reamers, piston sleeves, valve facing machines, wheel pullers for Ford, portable brake shoe grinder, and piston aligners. H. Thomason, pres., gen. mgr., chief engr., adv. mgr.; K. Dorsey, secy., pur. agt.; A. M. Shepard, treas. Adv. Agcy.—Houston Adv. Agency, 3312 Sunset blvd., Los Angeles, Cal.

SHERMAN-KLOVE CO., 3535 W. 47th st., Chicago, Illinois. Countersunk head pipe plugs, socket wrenches, semi-finished hexagon nuts, special screw machine products, metal tool boxes. J. W. McDonough, pres.; W. J. McDonough, vice-pres., asst. treas., pur. agt.; E. L. McDonough, secy., sales mgr.; W. S. Sherman, treas.; T. O. Rueb, chief engr. Det. Rep.—Sidney Norwood, 646 New Center bldg.

SHERWIN-WILLIAMS CO., 101 Prospect ave., Cleveland. Automotive lacquers, transportation synthetics, paints, varnishes, dry colors and pigments. George A. Martin, pres.; T. G. Murphey, secy.; L. H. Schroeder, treas.; K. H. Wood, dir. of sales; A. W. Steudel, vice-pres., gen. mgr.; E. W. Windsor, gen. mgr. automotive sales; F. D. Davis, dir. of pur.; C. M. Lemperly, gen. mgr., adv. and pub. Det. Reps.—Ben M. MacDade, Dan J. Connally, 1960 E. Milwaukee. Adv. Agcy.—T. J. Maloney, Inc., New York.

SHOEMAKER AUTOMOTIVE EQUIPMENT CO., Henney bldg., Freeport, Ill. Rebabbitting and line boring equipment. A. C. Fortner, pres., treas., gen. mgr.; A. B. Sears, secy., sales mgr.; F. W. Popp, pur. agt. Det. Rep.—Federal Mogul Corp., 4809 John R st.

SOUTH BEND LATHE WORKS, 425 E. Madison st., South Bend, Ind. Lathes: Metal working precision, screw cutting, tool room, precision bench, motor driven, countershaft driven, brake drum, production.

SHULER AXLE CO., Inc., 2nd and N sts., Louisville, Ky. Front axles for motor trucks, buses and tractors, rear axles for heavy duty commercial trailers and light type rear axles for tourist or camp trailers, misc. forgings. John P. Potter, pres.; G. A. Dougherty, secy., pur. agt.; John J. Hart, treas.; K. D. Walker, sales mgr.; H. C. McCaslin, chief engr. Det. Rep.—H. A. Dick, 8-155 General Motors bldg. Adv. Agcy.—Elmer H. Doe Adv. Agency, Louisville, Ky.

SHUR GLOSS MFG. CO., 3555 W. Grand ave., Chicago. Brake-in oil, hydraulic brake fluid, shock absorber fluid. A. Robert Kohn, pres.; Louis B. Kohn, secy.-treas.

SHURHIT PRODUCTS, Inc., Waukegan, Ill. Spark plugs, coils, condensers, tungsten points, carbon brushes, electrical testing equipment, ignition systems. E. A. Harrington, pres.; H. H. Harrington, secy.; V. W. Thomas, chief engr.; G. T. Smith, pur. agt.; Arthur Mogge, adv. mgr. Adv. Agcy.—Arthur Mogge, Chicago.

SIGNAL MFG. CO., INC., 587 Washington st., Lynn, Mass. Automobile specialities. Louis Zaiger, pres.

SILVER DOME, Inc., 50 Endicott st., Detroit. House trailers, commercial trailers. Norman C. Wolfe, pres., gen. mgr., chief engr., adv. mgr.; Anna Aaronsen, secy-treas.; Kenneth Schaiffer, sales mgr.; Del Landon, pur. agt. Adv. Agcy.—Holden-Clark.

SIMMONS MFG. CO. Ashland, O. Replacement parts, mufflers, carburetors, hydraulic jacks, brake drums, brake cables. C. F. Groth, pres., gen. mgr.; Gordon H. Groth, vice-pres.; H. E. Lemmerman, sec.-treas. pur. agt. J. F. Blake, adv. mgr. Det. Rep.—W. F. Berkley, Lovely bldg., Detroit, Mich.

SIMONIZ CO., 2100 Indiana ave., Chicago, Ill. Simoniz and Simoniz Kleener. Elmer Rich, pres.; E. G. Hickey, sales mgr.; H. L. Nehrbass, adv. mgr. Adv. Agcy.—George H. Hartman Co., 307 N. Michigan ave., Chicago, Ill.

SIMONS PAINT SPRAY BRUSH CO., 17-B Maryland ave., Dayton, O. Air compressor-electric, portable, air compressor-gasoline, portable, spraying equipment, spray hose, oil and water separators, center line road

(*Continued on Next Page*)

United States Exports of Trucks, Buses and Chassis; Used Vehicles

		Under 1 Ton		1 Ton-1½ Tons		1½ Tons-2½ Tons		Over 2½ Tons		Bus Chassis		TOTAL Trucks, Buses, Chassis		TOTAL Used Vehicles	
		Units	Value	Units	Value	Units	Value	Units	Value	Units	Value	Units	Value	Units	Value
January	'36	1,670	$603,393	6,708	$3,093,046	1,158	$813,015	201	$332,313	19	$25,894	9,756	$4,867,661	31	$16,040
	'35	434	115,105	4,979	2,273,977	1,028	777,635	122	197,705	2	3,117	6,565	3,407,539	26	9,814
February	'36	1,242	425,603	6,654	3,015,040	1,238	911,260	386	423,076	377	139,018	9,897	4,913,997	16	15,196
	'35	671	224,848	4,895	2,139,345	970	753,422	195	508,116	...	.....	6,731	3,625,731	34	15,139
March	'36	1,282	494,179	6,040	2,723,509	1,529	1,049,296	326	373,901	798	286,880	9,975	4,927,765	27	9,608
	'35	640	220,095	6,810	2,997,566	1,094	899,622	236	420,310	35	40,979	8,815	4,578,572	6	1,960
April	'36	1,494	583,910	5,238	2,464,449	1,244	879,152	228	295,756	54	41,696	8,258	4,264,963	72	30,346
	'35	831	263,969	5,787	2,552 829	1,209	952,781	189	292,449	59	68,061	8,075	4,130,089	17	6,708
May	'36	1,551	607,172	7,280	3,303,660	1,340	938,703	321	376,611	303	158,774	10,795	5,384,920	42	18,873
	'35	523	178,215	4,421	2,043,802	1,066	776,782	199	283,227	26	26,345	6,235	3,308,371	56	31,944
June	'36	1,764	675,029	5,863	2,603,977	1,144	868,201	228	544,504	30	35,562	9,029	4,727,273	26	9,308
	'35	861	279,374	7,548	3,380,672	1,101	830,456	185	262,051	33	45,246	9,728	4,797,799	17	9,522
6 Months	'36	9,003	3,389,286	37,783	17,203,681	7,653	5,459,627	1,690	2,346,161	1,581	687,824	57,710	29,086,579	214	99,371
	'35	3,960	1,321,606	34,440	15,388,191	6,468	4,990,698	1,126	1,963,858	155	183,748	46,149	23,848,101	156	75,087
July	'36	1,693	661,258	6,519	2,964,896	1,115	835,286	195	350,858	203	135,675	9,725	4,947,973	86	20,782
	'35	818	309,949	7,732	3,440,013	1,499	1,015,617	174	256,758	19	25,284	10,242	5,047,621	32	15,974
August	'36	1,195	451,379	5,119	2,516,171	891	697,608	141	157,579	39	35,568	7,385	3,858,305	20	5,785
	'35	1,094	387,287	6,815	3,575,760	1,828	1,213,373	232	339,965	15	24,252	9,984	5,540,637	13	6,634
September	'36	833	331,049	4,405	2,261,996	904	793,777	183	351,175	27	27,435	6,352	3,765,432	23	10,309
	'35	677	256,051	4,993	2,360,739	1,149	873,645	222	265,088	22	24,781	7,063	3,780,304	18	7,540
October	'36	701	308,563	4,791	2,291,183	1,084	872,934	166	321,518	28	23,383	6,770	3,817,581	56	34,051
	'35	932	294,606	4,544	2,133,840	1,324	937,527	279	324,809	19	20,615	7,098	3,711,397	11	3,370
November	'36	884	324,411	5,532	2,365,310	757	589,808	197	360,316	4	11,218	7,374	3,651,063	22	8,390
	'35	1,495	454,359	5,267	2,416,684	1,018	746,808	217	236,041	19	19,326	8,016	3,873,218	22	8,379
December	'36	1,401	521,844	7,156	3,377,086	1,445	1,301,272	235	419,651	246	107,580	10,483	5,727,433	18	9,710
	'35	1,006	345,262	8,312	3,498,436	771	602,511	153	185,296	17	23,623	10,259	4,655,128	17	9,046
Total	'36	15,710	5,987,790	71,305	32,980,323	13,849	10,550,312	2,807	4,307,258	2,128	1,028,683	105,799	54,854,366	439	188,398
	'35	9,982	3,369,120	72,103	32,813,663	14,057	10,380,179	2,403	3,571,815	266	321,629	98,811	50,456,406	269	126,030

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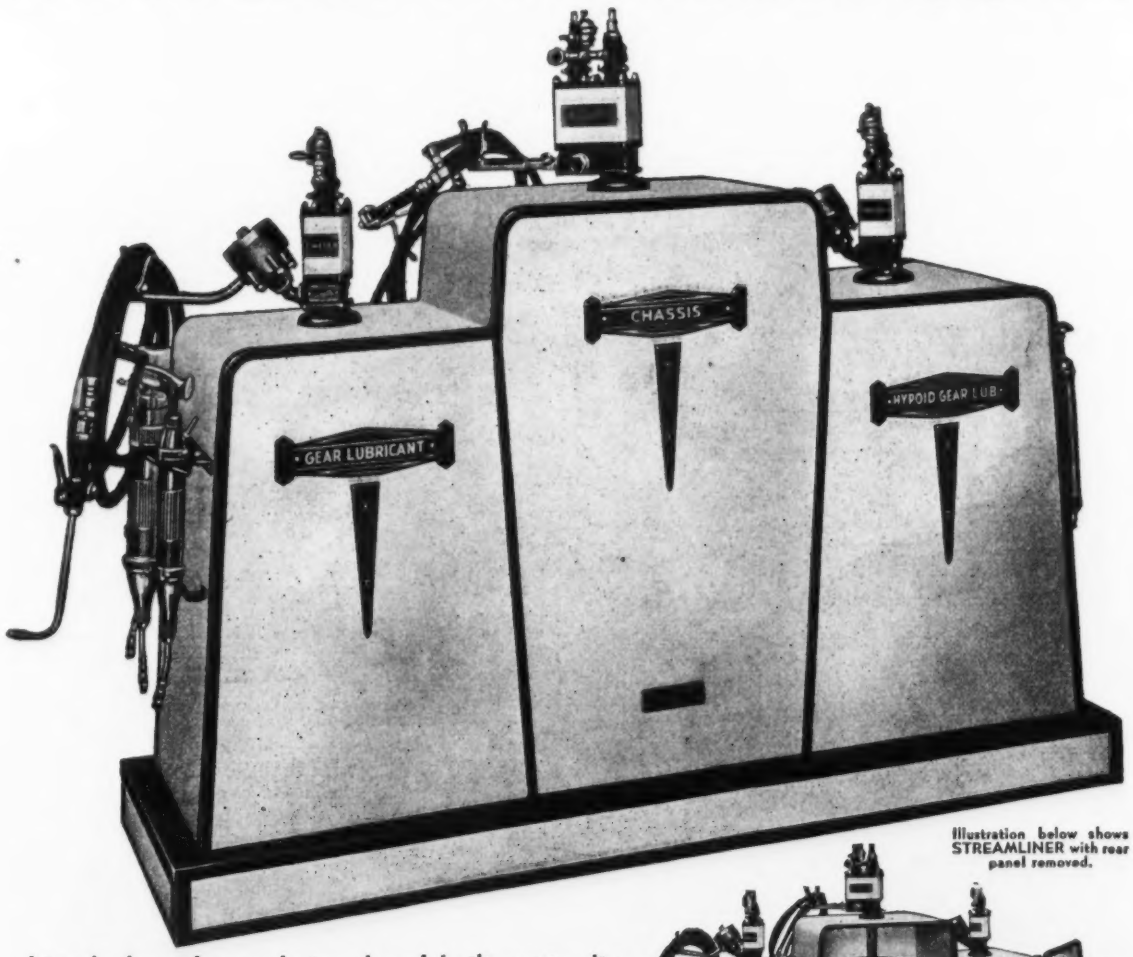
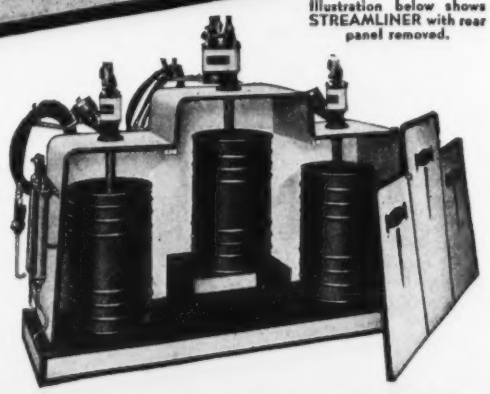


Illustration below shows STREAMLINER with rear panel removed.



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PREST-O-LITE BATTERY COMPANY, INC.
OAKLAND, CALIF. INDIANAPOLIS, IND. TORONTO, CANADA

Who's Who

(Continued from Previous Page)

marking machines. George W. Simons, owner.

SIMPLEX PRODUCTS CORP., 3830 Kelley ave., Cleveland, O. Piston rings, piston pins, valve seals. Dean M. Solenberger, pres.; M. A. Hoffman, secy.; Fred G. Ferguson, treas.; D. Schappi, factory mgr., pur. agt.; W. J. Phillips, sales mgr., adv. mgr.; H. W. Cable, chief engr. Adv. Agcy.—T. H. Ball, 850 Euclid ave., Cleveland.

SIMPLICITY MFG. CO., Spring st., Port Washington, Wis. Cylinder grinders. W. J. Niederkorn, pres., gen. mgr.; L. A. Laubenstein, secy.-treas., pur. agt.

SINKO TOOL & MFG. CO., 351 N. Crawford ave., Chicago, Ill. Cigar lighters, gear shift balls, gas and radiator caps (stamping), ash receiver (stampings), tools and dies. J. A. Sinko, pres., D. Szantay, secy.-treas.; Peter P. Perrolat, sales mgr.; Wm. Drake, chief engr.; Paul Kaiser, pur. agt. Det. Rep.—Paul W. Seller, 6520 Cass ave. Adv. Agcy.—Chilton Class Journal, Philadelphia, Pa.

S K F INDUSTRIES, Inc., Front st., and Erie ave., Philadelphia, Pa. Ball and roller bearings and transmission appliances. W. L. Batt, pres.; R. F. Runge, vice-pres.; T. W. Dinlocker, secy.-treas.; R. H. DeMott, sales mgr.; H. J. Lance, pur. agt.; G. Palmgren, chief engr.; R. C. Byler, adv. mgr. Det. Rep.—C. R. Mabley. Adv. Agcy.—Marschalk and

A. O. SMITH CORP., 27th and Keefe ave., Milwaukee, Wis. Pressed steel frames for passenger cars and trucks. L. R. Smith, chmn. of bd.; W. C. Heath, pres.; J. J. Stamm, secy.-treas.; J. P. Kelley, sales mgr.; D. W. Sherman, automotive div. chief engr.; R. F. Bell, vice-pres., pur. agt.; J. Dilot, adv. mgr. Det. Rep.—C. N. Thompson, 4-129 Gen. Mtrs. bldg. Adv. Agcy—Henri, Hurst and McDonald, Inc., Chicago, Ill.

SMITH CO., E. M., 639 S. Clarence st., Los Angeles, Calif. V-fan belts, radiator hose, brake lining. E. M. Smith, pres.; Walter G. Smith, vice-pres.; J. G. Brown, sales mgr.; L. M. Hersperger, pur. agt.; A. M. Graham, chief engr. Adv. Agcy.—Houston Advertising Co., Los Angeles, Calif.

HERB SMITH EQUIPMENT CORP., 426 Taylor bldg., Rochester, N. Y. Hydraulic jacks, high pressure car washers, tools. Herb Smith, pres., gen. mgr., sales mgr.; M. H. Johnson, secy.; S. M. Smith, treas.; Earl F. Green, chief engr.

SMITH, F. A., MFG. CO., Inc., N. Union at Augusta, Rochester, N. Y. Auto lighting fixtures. H. P. Toppin, pres., sales mgr., adv. mgr.; H. M. Sylvester, secy.; E. I. Rusk, chief engr.; W. F. Reilich, pur. agt. Det. Rep.—E. W. Griffith, 740 Hazelwood Terrace.

SMITH, F. P., WIRE & IRON WKS., 2340 Clybourn ave., Chicago. Wire cloth and screens, collapsible gates, truck body guards (wire mesh), partitions (wire mesh), wire cages, Iron stairs, fire escapes. Franklin P. Smith, pres.; Keith H. Thorp, secy.; R. R. Barnitt, treas.; Edward McClure, gen. mgr.; Walter McClure, pur. agt.; Durand Smith, adv. mgr.

SNAP-ON TOOLS, INC., Kenosha, Wis. Wrenches and mechanics hand tools. E. W. Meyers, pres.; W. A. Seidemann, secy.; J. Johnson, vice-pres., treas.; R. Palmer, sales mgr.; G. Walraven, chief engr.; F. A. Tetzlaff, pur. agt.; G. A. Smith, adv. mgr. Det. Rep.—W. J. Sharbach, 93 Piquiette. Adv. Agcy.—Scott-Telander, Milwaukee, Wis.

SOCIETE ANONYME CHRYSLER, 2 rue de Riga, Antwerp, Belgium. Chrysler, Plymouth, De Soto, Dodge cars; Dodge and Fargo trucks. S. I. Carlson, managing dir.; N. E. Gage, dir. of sales; S. G. Keevil, dir. and treas. Det. Rep.—Chrysler Corp., Export Div., 341 Massachusetts ave. Adv. Agcy.—Erwin Wasey & Co., The Hague, Holland.

SOCONY VACUUM OIL CO., INC., 26 Broadway, New York City. Gasoline, motor oil, motor grease. John A. Brown, pres.; William D. Bickham, secy.; Arthur T. Roberts, treas.; Charles E. Arnott, Edwy R. Brown, Arthur F. Corwin, Frederic Ewing, Frederick S. Fales, Harold F. Sheets, vice-pres.; George V. Holton, gen. counsel.; Rodney S. Durkee, compt. Det. Rep.—White Star-Ohio Div. of Socony Vacuum. Adv. Agcy.—J. Sterling Getchell, Inc., New York, N. Y.

SORENSEN, P. MFG. CO., Inc., 21-07 41st ave., Long Island City, N. Y. Ignition parts. P. Sorensen, pres.-treas.; H. C. Sorensen, gen. mgr. Det. Rep.—R. F. Hewitt, 3283 Northwestern ave.

SOSS MFG. CO., 647 E. First ave., Roselle, N. J. Detroit Plant, 105 Scotten ave. Invisible hinges, automobile door hinges, deck lid hinges, etc. Joseph Soss, pres.; Samuel Soss, secy., sales mgr.; Charles J. Soss, treas., dir. of pur.; Henry Soss, works mgr.; L. A. Burton, chief engr.; G. P. Blackiston, adv. mgr. Det. Rep.—Andrew Ten Eyck, 105 Scotten ave.

SOUTHERN COTTON OIL CO., Paint Products Div., P. O. Box 280, Savannah, Ga. Top dressings, specially prepared sealers and putties. T. M. Walsh, sales mgr.; L. A. Snedeker, pur. agt.; L. H. Thesmar, adv. mgr. Det. Rep.—H. J. Copeland, 19933 Shrewsbury rd.

SOUTHERN TRAILER CO., Jefferson Highway, Baton Rouge, La. House trailers, display trailers. D. Crifasi, pres., treas.; W. S. Tolliver, vice-pres. in chge. prod.; P. M. Armstrong, vice-pres. in chge. of sales.

SPARKS-WITHINGTON CO., Jackson, Mich., Automobile horns and radios. Wm. Sparks, pres.; David L. Johnson, secy.; Harold M. Johnston, treas.; Harry G. Sparks, gen. mgr.; Arthur T. Haugh, sales mgr.; T. J. Scofield, chief engr.; F. L. Fors, pur. agt.; M. F. Bickford, adv. mgr. Adv. Agcy.—Guy C. Core Co., Jackson, Mich.

SPARTON TRAILER COACHES, Kent City, Mich. Camp trailers. H. M. Smith, owner.

SPAULDING FIBRE CO., Inc., 310 Wheeler st., Tonawanda, N. Y. Hard vulcanized fibre, laminated phenolic, armite (thin in-

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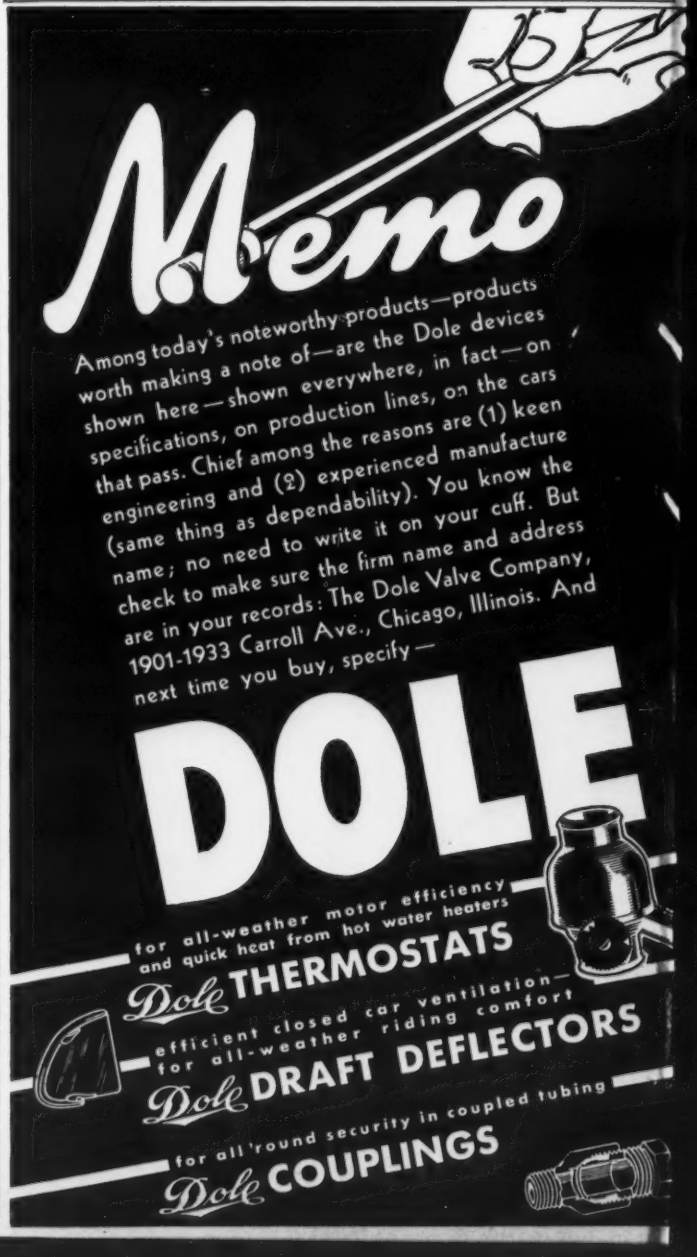

Who's Who

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sulation), gear stock. R. H. Spaulding, pres.; H. N. Spaulding, treas.; C. C. Steck, gen. mgr.; E. A. Russell, chief engr., asst. gen. mgr.; A. P. Hardleben, pur. agt.; R. B. Green, adv. mgr. Det. Rep.—C. M. Metelski, 1610 Beaubien st. Adv. Agcy.—Landsheft & Warman, Inc., Buffalo, N. Y.

SPECIALTY AUTO FABRIC CORP., 239 W. 58th st., New York City. Upholstery cloths, auto body hardware, top materials. J. J. Greeley, pres., gen. mgr., pur. agt., sales mgr.; W. A. Greeley, secy.-treas.

SPEER CARBON CO., St. Marys, Pa. Carbon, graphite and metal-graphite products. William Kaul, pres.; William E. Hall, vice-pres.; D. H. Miller, gen. mgr.; J. Belmont Mosser, sales mgr., adv. mgr.; A. S. Bemis, chief engr. Det. Rep.—A. V. Potter, El Castillo apt. Adv. Agcy.—O. S. Tyson & Co., 230 Park ave., New York City.

SPENCER MFG. CO., Spencer, O. Automotive axle, propeller and pinion shafts. J. H. Firestone, pres.; C. C. Spence, secy., gen. mgr., pur. agt. and adv. mgr.; J. B. Firestone, treas.; W. R. Vick, sales mgr.; F. F. Johnson, chief engr. Adv. Agcy.—The Moss-Chase Co., Buffalo, N. Y.

SPENCER SMITH MACHINE CO., Roosevelt ave., Howell, Mich. Pistons, semi-steel aluminum; piston pins, piston rings, cylinder sleeves, wet sleeve assemblies. Charles L. Horn, pres.; H. O. Waldhoff, gen. mgr.; Chas. B. Wall, sales mgr.; Hugh Green, chief engr.

SPICER MFG. CORP., 4100 Bennett rd. Toledo, O. Front and rear passenger car axles, truck and bus gear boxes, heavy duty clutches, heat treated frames, propeller shafts, universal joints, shock absorbers, power take-offs, power take-off joints. C. A. Dana, pres.; J. V. Melick, secy.-treas.; R. E. Carpenter, gen. mgr.; W. Fairhurst, sales mgr.; C. D. Peterson, chief engr.; E. C. Sudhoff, pur. agt.; R. V. Hessler, adv. mgr. Adv. Agcy.—Sun Advertising Co., Toledo, O.

SPIFFY CRAFT PRODUCTS, 1319 S. Park, Saginaw, Mich. House trailer coaches, commercial custom bodies. Lee T. Paquette, chief engr.

SPIRO, C. MFG. CO., Dobbs Ferry, N. Y. Running boards, moldings, running board moldings, body moldings, matting, aluminum. Frederick L. Spiro, pres., sales mgr.; Walter J. Spiro, treas., chief engr.; Wm. L. Spiro, secy., pur. agt.; George C. Spiro, vice-pres., fact. mgr. Det. Rep.—J. Henry Smith, Fisher bldg.

SPLIT COACH MOTOR CORP., Broad and Walnut, York, Pa. Coach trailers. H. E. Henry, secy.; H. D. Wilshire, gen. mgr.; Paul E. Lease, pur. agt. Adv. Agcy.—W. M. Hart, Adv. Agcy., Manufacturers' bldg., York Pa.

SPONGE-AIRE SEAT CO., Inc., 1433 Main st., Buffalo, N. Y. Sponge rubber seat cushions. E. F. Becher, pres.; H. P. Weckerle, secy.; G. J. Weckerle, treas.; C. H. Kent, gen. mgr., sales mgr. Adv. Agcy.—Baldwin & Strachan, Buffalo, N. Y.

SPRAKER MFG. CO., 1440 E. 19th st., Indianapolis, Ind. Mechanics' hand tools, garage equipment. W. R. Poland, pres., gen. mgr., chief engr., pur. agt.; D. L. Spraker, secy.-treas., sales mgr.

SPRINGFIELD MFG. CO., Bechtle and Columbia, Springfield, O. Flywheel starter gears, Cylinder heads, ring forgings. W. T. Metz, pres.; W. P. Metz, secy.-treas., gen. mgr.; W. P. Metz jr., sales mgr., pur. agt.; E. L. Recknagel, chief engr.
(See display advertising index)

STANDARD AUTOMOTIVE PARTS CO., Muskegon, Mich. Valve stem guides, tappet guides and keys. (Woodruff, Gib, Flat, etc.) E. G. Carter, pres.; C. O. Mielke, vice-pres.; L. T. Girdler, treas.; C. A. Nelson secy.; C. E. Burlingame, sales mgr. key dept.

STANDARD ELECTRIC CO., Inc., 115 San Pedro ave., San Antonio, Tex. Batteries. Benj. Dubinski, pres.; Leo Dubinski, secy.-treas., gen. mgr., sales mgr.

STANDARD MOTOR PRODUCTS, Inc., 3718 Northern blvd., Long Island City, N. Y. Ignition parts, coils, ignition cables, battery cable and wire, automotive switches, generator cutouts. E. Fife, pres., treas.; H. O. Rosenstein, secy., sales mgr.; E. Kamony, chief engr.; I. Beck, pur. agt.

STANDARD STEEL SPECIALTY CO., Beaver Falls, Pa. Plants: Beaver Falls, Pa. and Hammond, Ind. Woodruff keys, axle keys, taper pins. E. J. Wagner, pres.; J. B. Jamison, vice-pres., sales mgr., adv. mgr.; W. P. Hood, secy., treas., pur. agt. Det. Rep.—A. T. Thompson, 507 Stormfeltz-Loveley bldg.

STANDARD STEEL SPRING CO., Coraopolis, Pa. Chassis springs, bumpers, universal joints, tire carriers. R. C. Enos, pres.; Harry E. Figgie, vice-pres.; D. T. Gleason, vice-pres. in chge. of Gary plant; G. R. Wilber, vice-pres. in chge. of Allegan plant.

STANDARD TUBE CO., 14520 Oakland ave., Detroit. Seamless steel tubes, welded steel tubing, butted tubing, fabricated parts. George B. Storer, pres., treas., gen. mgr.; Margaret H. Cosgrove, asst. secy.; V. O. Johnstone, sales mgr.; A. R. Schumann, pur. agt.

STANLEY, JOHN T., CO., Inc., 628-632 W. 30th st., New York City. Automobile specialties—polishes, dressings, oils, hydraulic brake fluids, shock absorber fluids; cleaners—metal, cement, automobile soaps, hand soaps; enamels, tire paints, shellac, gasket substitute, fabric cleaners, radiator cleaners and Stop Leak. A. T. Stanley, pres., treas.; J. W. Stanley, secy.; N. S. Dahl, gen. mgr., sales mgr.; J. Everett, chief engr.; B. J. Adams, pur. agt.; H. S. Cook, adv. mgr. Det. Rep.—J. M. Joyce, 242 Dennick ave., Youngstown, O.

STANLEY WORKS, New Britain, Conn. Hand tools, tools, electric tools. G. H. Story, hand tools sales mgr.; H. W. Blackman, electric tools sales mgr.; A. W. Stowell, engr., hand tools; J. J. Holloway, engr., electric tools; D. L. Bartlett, pur. agt.; G. M. Fletcher, adv. mgr. Det. Rep.—J. J. McHugh, Book-Cadillac Hotel. Adv. Agcy.—Larcher Horton Co., 2300 Industrial Trust bldg., Providence, R. I.

STANT MFG. CO., Connersville, Ind. Radiator filler caps, stampings and die cast; gasoline tank caps, locking gasoline tank caps, die cast ornaments, die cast body hardware. I. H. Stant, pres.; K. E. Stant, secy.-treas., adv mgr.; C. M. Hyde, sales mgr.; Eugene Roth, chief engr.; G. S. Scott, pur. agt. Det. Rep.—W. C. Berry, 742 New Center bldg.

STAR MACHINE & TOOL CO., 201 6th st., S. E., Minneapolis, Minn. Brake relining machine, brake lining appliers. A. O. Wistl, pres.; L. O. Frestedt, chief engr. Adv. Agcy.—Mitchell Adv. Agency, Minneapolis, Minn.

STAR PRODUCTS, Inc., 15195 Darwin ave., Cleveland, O. Valve tappets, valve guides, valve springs, valve keys, valve spring retainers, expansion plugs, washers, etc. E. A. Killmaster, pres., treas., sales mgr., pur. agt., adv. mgr.; J. W. Grinder, secy.; H. D. Snyder, vice-pres., chief engr. and supt.

STARRETT, L. S., CO., Athol, Mass. Precision tools, hack saws, steel tapes, dial indicators. F. A. Ball, pres.; D. Findlay, vice-pres. and sales mgr.; W. G. Nims, treas.; E. E. Warner, pur. agt.; H. E. Masters, adv. mgr. Det. Rep.—W. R. Barlow. Adv. Agcy.—W. B. Snow & Staff, Statler bldg., Boston, Mass.

STAR TOOL CO., 119 N. 4th st., Minneapolis. Automatic brake relining machines, electric brake relining machines, brake lining appliers. A. O. Wistl, pres., gen. mgr.; L. Frestedt, chief engr. Det. Rep.—W. A. Nelson, Fort Shelby Hotel. Adv. Agcy.—Mitchall Adv. Agency, Minneapolis.

STEEL and TUBES, Inc., 224 E. 131st st., Cleveland, O. Boiler tubes, pressure tubes, mechanical tubing, stainless steel tubing, electric resistance welded rail carbon steel tubing. R. J. Wysor, pres.; Geo. F. White, secy.-treas.; F. M. Darner, chief engr.; C. Whitehouse, adv. mgr. Det. Rep.—O. L. Miller, 945 Wanda ave., Adv. Agcy.—G. M. Basford Co., Cleveland.

STEELCOTE MFG. CO., 3418 Gratiot st., St. Louis, Mo. Paints, lacquers, caulks, puttys, black seal, varnishes, enamels, roof coatings. Geo. E. Niedt, pres., pur. agt.; C. J. Lippert, secy.; A. E. Niedt, treas.; Frank Harris, sales mgr.; John Meyer, chief engr.; W. E. Wagner, jr., adv. mgr. Det. Rep.—H. N. Link, 2147 Gratiot ave. Adv. Agcy.—W. K. Nash Co., St. Louis, Mo.

STEELCRAFT PISTON RING CO., 1017 Franklin st., Detroit. Jim Carroll, pres.; Ed. F. Hartnett, secy.-treas. Det. Rep.—E. Lefferman, 5007 John R st. Adv. Agcy.—Ralph C. Spinning, Inc. Detroit.

STEER-O-MATIC THIRD WHEEL CORP., 4076 Boston Post rd., New York City. Third wheel hitch. Wm. J. Burns, pres.; Robert D. Henderson, secy.-treas., chief engr.
(See Display Advertising Index)

STENGER BUMPER & MFG. CO., Inc., 4465 Cass., Detroit. Bumpers and bumper parts. A. J. Stenger, pres., gen. mgr.; I. V. Stenger, secy.-treas.

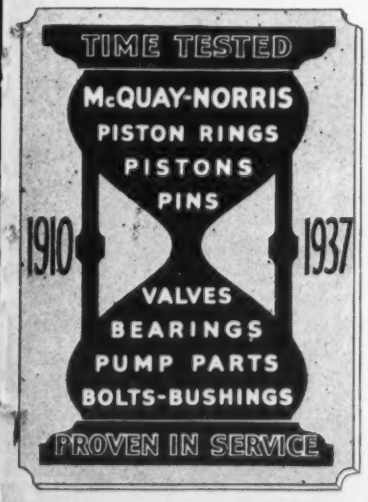
STERLING CABLE CORP., Div. Electric Auto-Lite Co., 3529 24th st., Port Huron, Mich. Cables: ignition, starting; lighting and storage battery terminals; ignition, lighting and storage battery. V. F. Dobbins, pres., sales mgr.; F. W. Wetzel, chief engr.; A. R. Thornton, pur. agt. Adv. Agcy.—Sidener Van Riper & Keeling, Inc., Indianapolis, Ind.

STERLING MOTOR TRUCK CO., INC., 3021 S. 54th st., Milwaukee, Wis. Motor trucks. W. G. Sternberg, pres., gen. mgr.; O. E. Held, secy.-treas.; B. M. Myhre, sales mgr., adv. mgr.; A. C. Wollensak, chief engr.; Geo. Hasselreiter, pur. agt.

STERLING PRODUCTS CO., 2457 Woodward ave., Detroit. Sanding machines (air and electric) for sanding all types of auto finishing and spot jobs. S. James Herman, pres., gen. mgr.; H. B. White, sales mgr.; W. Kroll, chief engr.; F. D. Pease, pur. agt.; F. D. Nunemaker, adv. mgr. Det. Rep.—Frank L. Bamford.

(Continued on Next Page)

● One of a series of sales-compelling, human interest, full-page advertisements which are appearing in the Saturday Evening Post May 8th, Collier's May 15th and Time April 26th. This series sells American motorists on the many advantages of Replacing broken windshields and windows with LIBBEY·OWENS·FORD Safety PLATE Glass. It is certain to bring Profit to those dealers who capitalize on the tremendous public acceptance which Libbey·Owens·Ford has built up over a period of years by consistent national advertising. Libbey·Owens·Ford Glass Company, Toledo, Ohio.



Who's Who

(Continued from Previous Page)

STEVENS-WALDEN, Inc., 475 Shrewsbury st., Worcester, Mass. Tools, boxes and wrenches. H. W. Bleckley, pres., treas., gen. mgr.; H. Parker Adams, vice-pres., asst. treas., pur. agt.; W. H. Lee, sales mgr., adv. mgr.; B. H. Crowell, chief engr.

F. W. STEWART MFG. CORP., 340 W. Huron st., Chicago. Speedometer parts, tools and equipment, car radio remote control products, key machines and supplies. F. W. Stewart, pres.; O. C. Koch, secy.-treas., gen mgr., pur. agt.; Fred V. Epperson, sales mgr., adv. mgr.; Wm. McGinnis, chief engr.

STEWART MOTOR CORP., 93 Dewey ave., Buffalo, N. Y. Stewart motor trucks. T. R. Lippard, pres., gen. mgr.; R. G. Stewart, vice-pres.; R. P. Lentz, secy.-treas.; F. J. Suttner, sales mgr.; H. C. Smith, chief engr.; W. M. Bowen, pur. agt.; A. I. Dutton, adv. mgr. **Adv. Agcy.**—Addison Vars, Inc., 344 Delaware ave., Buffalo, N. Y.

STEWART-WARNER CORP., 1826 Diversey Pkwy., Chicago. Lubrication systems, automotive products including heaters, speedometers, tachometers, gauges and panels. J. E. Otis jr., pres.; Jas. S. Knowlson, chmn. of bd.; F. A. Hiter, vice-pres., gen. sales mgr.; Frank A. Ross, vice-pres. in chge. of mfg.; T. T. Sullivan, secy.-treas.; E. H. Farrell, compt.; F. R. Cross, gen. adv. mgr.; C. A. Fine, Alemite sales mgr.; Geo. L. Meyer jr., dir. of purch.; R. F. Stiles, pur. agt.; E. W. Davis, chief eng. Alemite div.; A. W. LeFevre, chief eng. auto. div. **Det.** 6050 Cass ave. **Adv. Agcy.**—Hays MacFarland & Co., 333 N. Michigan ave., Chicago.

ST. CLAIR RUBBER CO., 440 Jefferson ave., E., Detroit. Adhesives, rubberized fabrics, molded goods, sound deadeners, sealing compounds. C. A. Pfeffer, gen. mgr.; R. M. McGuire, sales mgr.; C. J. Strobel, factory mgr.; R. H. Dexter, pur. agt. **Det. Reps.**—R. A. Lassaline, J. Henry Smith.

STIMMEL WINCH CO., Inc., 3724 22nd st., Long Island City, N. Y. Winches, universal joints, power take-offs, dump bodies, dump hoists. Leonard Stimmel, pres., chief engr.; Isidore Orseck, treas.; B. Lesser, gen. mgr., pur. agt.

ST. LOUIS SPRING CO., 3135 Washington blvd., St. Louis, Mo. Electrically heat treated springs and piston rings. H. P. Moog, pres.; S. A. Moog, secy., treas.; A. A. Apple, vice-pres., sales mgr.; M. Veale, pur. agt.; C. Heuer, chief engr. **Adv. Agcy.**—Beecher Advertising Agency, St. Louis, Mo.

STOLPER STEEL PRODUCTS CORP., 3258 W. Fond du Lac ave., Milwaukee, Wis. Fabricated sheet metal parts and stampings for the industrial and automotive field. C. Stolper, chmn. of the bd.; D. D. Wensink, pres., pur. agt.; H. Willer jr., secy.; P. E. Brill, chief engr. **Adv. Agcy.**—Trayton H. Davis & Associates, 759 N. Milwaukee st., Milwaukee, Wis.

STORM MFG. CO., INC., 406 Sixth ave., S., Minneapolis, Minn. Cylinder boring bars, hones, connecting rod aligners, rod bearing boring machine, rod rebabbitting jig, piston vice, piston heater, piston grinders, ring gap saw. Lily Nelson, pres.; Harry Nelson, secy.; R. E. Lindgren, treas., pur. agt.; T. H. Swenson, gen. mgr.; R. H. Booth, sales mgr., adv. mgr.; Thor Thorsen, chief engr. **Adv. Agcy.**—Mitchell Advertising Agency, Minneapolis, Minnesota.

STOUT ENGRG. LABS. Inc., 2124 S. Telegraph rd., Dearborn, Mich. Experimental engrg. and mfg. Wm. B. Stout, pres.; Clinton E. Searle, secy.-treas.; Frank M. Smith, gen. mgr.; M. A. Mills, chief engr.; Louis M. Marks, pur. agt.

STOVER MFG. & ENGINE CO., Freeport, Ill. Pistons, cylinder sleeves, cylinder heads. Preston A. Boyd, pres., treas., gen. mgr.; C. H. Green, secy.; Carl H. Swartz, vice-pres., sales mgr.; H. Edens, chief engr.; Carl Davis, pur. agt. **Det. Rep.**—R. H. Hewitt, 3283 N. Western ave. **Adv. Agcy.**—Midwest, Rockford, Ill.

STOW MFG. CO., Inc., 443 State st., Binghamton, N. Y. Speedometer shafting, flexible shafting, buffing, polishing, sanding, grinding equipment, rotary files, power transmission, pipe cleaning tools, repairs for all makes of flexible shafting. D. Walker Wear, pres., gen. mgr., adv. mgr.; C. F. Hotchkiss jr., secy.-treas.; J. P. Dickinson, chief engr. **Det. Rep.**—A. W. Crump, Power Equipment Co., 10547 Fullerton ave. **Adv. Agcy.**—Eastern Adv. Agcy., New York.

ST. PAUL HYDRAULIC HOIST CO., 2207 University ave., S.E., Minneapolis, Minn. Hydraulic hoists and steel dump bodies for motor trucks, underbody hydraulic truck patrol, levelizing scarifier, patch roller. A. F. Brocker, gen. mgr.; H. O. Day, chief engr.; F. J. Hasselman, pur. agt.

ST. PIERRE CHAIN CORP., 40 Frank st., Worcester, Mass. Drop forgings, tire chains, tools. Henry St. Pierre, pres., treas., gen. mgr., adv. mgr.; Bertram Durell, secy.; C. F. Erickson, sales mgr.; Thomas St. Pierre, pur. agt.

STROMBERG MOTOSCOPE CORP., 2701-11 Belmont ave., Chicago. Automotive testing instruments, gauges and equip, hydrometers. E. A. Stromberg, pres.; Eva H. Stromberg, treas.; L. J. Lyons, sales mgr.; L. A. Cermak, chief engr.; A. J. Denniston, pur. agt., adv. mgr. **Det. Rep.**—E. D. Headden, 75 Florence ave., Highland Park. **Adv. Agcy.**—Van Auken-Ragland, Chicago.

D. A. STUART OIL CO., 2727-2753 S. Troy st., Chicago. Metal working oil products, extreme pressure (EP) automotive and industrial lubricants. H. A. Green, pres., gen. mgr.; H. M. Millar, secy.-treas.; T. B. Langdon, vice-pres., sales mgr., adv. mgr.; W. H. Oldacre, vice-pres., chief engr.; L. B. Per-

(Continued on Next Page)

Gasoline Prices and Taxes, 1919 - 1936

Yearly Averages from 50 Representative Cities in the United States
(Compiled by American Petroleum Institute)

AVERAGE FIRST OF MONTH, IN CENTS PER GALLON

Year	Tank Wagon (Ex. Tax)	Service Station (Ex. Tax)	State Gasoline Tax	Service Station (Inc. Tax)
1919	.2411	.2541	.0006	.2547
1920	.2805	.2974	.0009	.2983
1921	.2409	.2611	.0020	.2631
1922	.2263	.2482	.0038	.2520
1923	.1866	.2106	.0091	.2197
1924	.1686	.1946	.0148	.2094
1925	.1746	.2009	.0211	.2220
1926	.1842	.2097	.0241	.2338
1927	.1581	.1828	.0281	.2109
1928	.1561	.1790	.0304	.2094
1929	.1557	.1792	.0350	.2142
1930	.1449	.1616	.0379	.1995
1931	.1178	.1298	.0400	.1698
1932	.1245	.1330	.0463	.1793
1933	.1162	.1241	.0542	.1783
1934	.1226	.1364	.0520	.1884
1935	.1202	.1355	.0529	.1884
1936	.1263	.1410	.0535	.1945

U. S. Exports of Engines, 1936-1935

		Engines for Trucks and Buses		Automotive Fire Engines		Trailers	
		Units	Value	Units	Value	Units	Value
January	'36	2,302	$ 215,666			141	$ 124,810
	'35			1	$ 4,716	118	30,059
February	'36	3,652	342,298			82	24,879
	'35					88	49,273
March	'36	2,987	299,530			159	247,586
	'35			1	8,203	57	39,053
April	'36	964	98,330	1	2,120	160	192,785
	'35					47	16,022
May	'36	1,156	97,612			53	44,218
	'35					42	22,967
June	'36	1,912	197,048	1	4,565	86	64,809
	'35					28	13,262
July	'36	2,204	219,282			47	49,116
	35					49	21,182
August	'36	367	44,095			148	65,268
	'35					77	86,726
September	'36	2,407	242,120			116	62,711
	'35			2	10,217	74	85,986
October	'36	497	65,491	2	5,001	105	66,638
	'35			5	51,640	111	148,646
November	'36	1,817	175,099	4	4,472	66	47,079
	'35			2	19,000	52	22,632
December	'36	1,681	183,239	5	34,785	101	76,014
	'35					120	182,297
Total	'36	21,946	2,179,810	13	50,943	1,264	1,065,913
	'35	9,251	1,004,196	14	121,596	863	718,105

The Douglas Line Is Complete!

Sockets, headlamp, tail and instrument panel. *Switches*, lighting, instrument panel, push-pull slide and toggle types, door, stop light push button, starter and ignition. *Junction Blocks*, line connectors and fuse block. *Tell Tale Lamp*, indicator and signal types.

This is the Snap Terminal--originated by us and now used by more than 30 leading manufacturers on passenger cars, trucks and busses. It is easily attached by equipment furnished by us and makes foolproof electrical connectios when used with Douglas parts designed around this basic idea.

Undoubtedly, among the thousands of parts we are tooled to produce are devices suited to your need--If not, however, our engineers will gladly cooperate with you on any particular problems connected with wiring circuits.

H. A. DOUGLAS MFG. CO.

Subsidiary of Kingston Products Corporation

BRONSON, MICHIGAN

Who's Who

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kins, pur. agt. **Det. Rep.**—B. W. Deacon, 4461 W. Jefferson ave.

STUDEBAKER CORP., 635 S. Main, South Bend, Ind. Paul G. Hoffman, pres.; Geo. D. Keller, vice-pres. in chge. of sales; A. G. Rumpf, secy.-treas.; Louis K. Manley, sales mgr.; D. G. Roos, technical advisor; P. O. Peterson, pur. agt.; J. R. Hughes, body engr.; T. L. Cowles, executive engr.; W. S. James, research engr.; S. A. Jeffries, chief truck engr.; R. G. Hudson, mgr. truck div.; Chas. H. Wondries, dir. of truck sales; Geo. D. Wilcox, truck mer. dir.; C. S. Fletcher, sales prom. mgr.; E. L. Hoyt, car dist.; V. Tolen, truck orders; Morrow Krum (of agency), pub. dir.; G. L. Borst, exp. sales mgr.; R. A. Vail, vice-pres. in chge. of prod.; C. Fretz, factory mgr., truck div.; C. L. Bockus and B. Fowler, plant supts.; D. O. Wilson, serv. mgr.; C. V. Shively, asst. serv. mgr.; E. C. Mendler, access. mer. mgr.; T. M. Dwyer, mgr. truck service; H. E. Dalton, compt.; G. M. Sherman, traffic mgr. **Adv. Agcy.**—Roche, Williams and Cunnyngham, Inc., Chicago.

(See Display Advertising Index)

SUNAIR AUTO TOP CO., Inc., 341 Madison ave., New York. Donald I. Melhado, pres.; Georges Kamir, secy.

(See display advertising index)

SUNLIGHT ELECTRICAL DIVISION, Div. of General Motors Corp., Warren, O. J. B. Estabrook, gen. mgr.; J. W. Humphrey, prod. mgr.

SUN MFG. CO., 3012 Clybourn ave., Chicago. Motor testers, ignition, carburetion and compression, motor diagnosis and tune-up. O. L. Rhoades, pres., sales mgr.; J. R. Tapp, secy.-treas., gen. mgr.; V. E. Westberg, chief engr.; J. R. Tapp and V. E. Westberg, pur. agts. **Det. Rep.** — R. F Christopher, 501 Eastlawn.

SUNNEN PRODUCTS CO., Inc., 7900 Manchester ave., St. Louis, Mo. Shop equipment and service tools. Joe Sunnen, pres., treas.; W. A. Douglas, vice-pres., sales mgr.; Cornelia Sunnen, secy.; L. R. Ambruster, pur. agt.; M. L. Langford, chief engr. **Adv. Agcy.**—Oakleigh R. French, Inc., St. Louis, Mo.

SUPCO PRODUCTS CORP., 109-123 W. 64th st., New York City. Hydraulic brake parts, brake cables. Jack Schwartz, pres.; Saul Gottlieb, secy.-treas. **Det. Rep.**—Max Friedberg,. 2236 S. Wabash ave., Chicago.

(See Display Advertising Index)

SUPERIOR BODY CO., E. Kibby st., Lima, O. All-steel school bus and passenger bus bodies, funeral cars, ambulances, funeral service cars. H. L. Breckenridge, pres.; J. H. Shields, secy.-treas., sales mgr., adv. mgr.; Alex Carlson, chief engr.; R. D. Johns, pur. agt. **Det. Rep.**—Great Lakes Equipt. Co., 7100 W. Jefferson ave. **Adv. Agcy.**—Cargill Co., Grand Rapids, Mich.

SUPERIOR FLAKE GRAPHITE CO., 33 S. Clark st., Chicago. Graphite: colloidal, (all grades); greases; penetrating oil. Wm. Roy Carney, pres.; W. S. Joyce, secy., sales mgr.; M. B. Joyce, treas., gen. mgr., pur. agt., adv. mgr.; E. F. Douglass, chief engr.

SUPERIOR FOUNDRY CO., E. 71st st., Cleveland, O. Automotive castings. Geo. J. Feiss, pres. and gen. mgr.; S. P. Schloss, secy.-treas.; Norman Snow, factory mgr.; Howard Randall, sales mgr.; Chas. Seesy, metalurgist.

SUPERIOR PISTON RING CO., INC., 6425 Epworth blvd., Detroit, Mich. Piston rings. E. R. Hellman, pres.; W. J. Leitheiser, secy.-treas.; J. A. Olson, vice-pres. **Det. Rep.**—R. F. Hewitt, 3283 Northwestern ave.

SUPERIOR STEEL CORP., 3122 Grant bldg., Pittsburgh, Pa. Steel. F. B. Frost, pres.; C. D. Clancy, secy.; N. K. Schaller, treas.; W. P. Ewing, sales mgr., adv. mgr.; A. D. Feeman, pur. agt. **Det. Rep.**—L. D. Walters, 1017 Fisher bldg.

SUTHERLAND LEATHER & FELT CO., 743 Beaubien st., Detroit. Washers: leather, felt, cork; leather: straps, automobile specialties; packings: hydraulic cup leather and flanges; boots: universal joint, steering knuckles; felt: cut to size from blue print; webbing: straps; cork: gaskets. Clarence L. Walk, pres., treas., gen. mgr.; Raymond C. Walk, secy.

SWEDISH CRUCIBLE STEEL CO., Butter & G. T. R. R., Detroit. Ford and Chevrolet extensions, third axle units. Nels L. Olson, pres., treas., gen. mgr.; A. J. W. Nixon, secy.; S. R. Allen, sales mgr.; J. V. Breland, chief engr.; F. B. Sweet, pur. agt. **Adv. Agcy.**—Spenning Co., Detroit.

SWIFT ELECTRIC WELDER CO., 6560 Epworth blvd., Detroit. Resistance welders including the following types: Spot, seam, projection, flash, butt and gun or portable spot welders, resistance heating machines. C. C. Swift, pres.; F. E. Taylor, secy.; R. G. English, treas.

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TABOR MFG. CO., 6225 Tacony st., Philadelphia, Pa. Foundry molding machines, equipment, including cupolas, tumbling barrels, dust collectors, sand blast machines, ladles, abrasive cutoff machines, metal cutting saws with inserted teeth of high speed steel, milling cutters, slabbing cutter with inserted high speed steel blades. F. R. Wallace, pres., gen. mgr.; Leicester S. Lewis secy.; Robert M. Maull, treas., sales mgr., adv. mgr.; J. T. Ramsden, chief engr.; Ernest Moses, pur. agt. **Det. Rep.**—Chas H. White, Detroit-Leland. **Adv. Agcy.**—Howard Law, 34 S. 17th st., Philadelphia, Pa.

TACONY FILE & HARDWARE CO., American and Somerset sts., Philadelphia, Pa. Files, contact, double cut and single cut. F. G. Griscom, pres., pur. agt., adv. mgr.; Sylvester Saponari, secy.-treas., sales mgr.; Wm. Hayes, gen. mgr., chief engr.

TAFT-PEIRCE MFG. CO., 32 Mechanic ave., Woonsocket, R. I. Plain plug and ring gauges, thread gauges, production and inspection tools, magnetic chucks, adjustable hand reamers, thread millers, etc. Frederick S. Blackall jr., pres., treas., gen. mgr., sales mgr.; William A. Gordon III, secy.; Norman E. Brown, chief engr.; A. M. Robinson, pur. agt.; Chandler B. Gardiner, adv. mgr. **Det. Reps.**—J. B. Rousseau, M. L. Higgins, 2921 E. Grand blvd. **Adv. Agcy.**—Sutherland-Abbott, 234 Clarendon st., Boston, Mass.

TAGLIABUE, C. J., MFG. CO., Park and Nostrand aves., Brooklyn, N. Y. Thermometers, recorders, temperature, pressure, oil testing instruments, pyrometers, indicating, recording, controlling; flow, integrating, indicating, recording, controlling; controllers, temperature, pressure. W. C. Bennett, sales mgr.; V. Wichum, chief engr.; J. H. Nichols, pur. agt.; G. A. Terhune, adv. mgr. **Det. Rep.**—H. W. Kerr, 2832 E. Grand blvd. **Adv. Agcy.**—Humbert & Jones, New York City.

TALLY-HO COACH CO., Inc., Philmont, N. Y. Coach trailers. Phillip B. Harder, pres., gen. mgr.; Ross F. Harder, secy.-treas.; J. G. Harder, vice-pres., sales mgr.; C. W. Brown, chief engr., pur. agt.; H. Wallach, adv. mgr.

TAPERED ROLLER BEARING CO., 109 W. 64th st., New York City. Tapered roller bearings. Leo L. Lawy, pres.

TAYLOR SALES ENG. CORP., 125 E. Lexington st., Elkhart, Ind. Oil suction intakes. Charles E. Taylor, pres, sales mgr.; Florence M. Taylor, secy.; Harry E. Lerner, vice-pres., and treas.; H. R. Garrett, pur. agt.; Edward G. Gulick, chief engr.

TELEMOTOR CORP., 260 5th ave., New York Automatic combination cigarette lighter and dispenser. M. N. Leibowitz, pres., sales mgr.; B. Leibowitz, secy.; H. B. Williams, chief engr.; A. Leveton, adv. mgr. **Adv. Agcy.**—Milestone Adv. Agcy., 565 5th ave., New York.

TEMPLETON, KENLY & CO., 1020 S. Central ave., Chicago. Truck jacks, single and double acting, automatic raising and lowering (lever type), screw jacks, telescopic. W. B. Templeton, pres.; F. W. Krickhan, secy.; J. B. Templeton, sales mgr.; F. J. Jakoubek, chief engr.; R. H. Webb, pur. agt.; E. D. Carthey, adv. mgr. **Det. Rep.**—Buhl Sons Co., Foot of Adair st.

TERNSTEDT MANUFACTURING DIVISION, Div. of General Motors Corp. J. G. Hickman, chief engr.; S. E. Skinner, gen. mgr.; R. E. Weinert, asst. to gen. mgr. in chge. of sales; O. R. Wysong, pur. agt.

TEXAS AUTOMOTIVE DEALERS ASSN., Gunter Hotel, San Antonio, Tex. **Officers:** E. Gordon Perry, Perry Motor Co., Dallas, Tex., pres.; W. A. Williamson, Gunter Hotel, San Antonio, Tex., vice-pres., gen. mgr.; M. H. Doody, Gunter Hotel, San Antonio, Tex., secy. Directors: J. R. Holley, Brownwood; E. A. Kinsel, Corpus Christi; Earle North, Houston; John Scarbcrough, Paris; Howard Smith, Porth Arthur; G. E. Hooker, Tyler; J. N. Mitchell, Waco; E. Gordon Perry, Dallas; Frank Fillingim, Fort Worth; Geo. R. Marshall, Galveston; Tom Rose, Pampa; F. A. Winerich, San Antonio; Ernest Walker, Texarkana; C. M. Ladd, Vernon; Clarence Covert, Austin; J. L. Bogus, Harlingen; A. B. Poe, El Paso; G. P. Kuykendall, Lubbock; V. A. Merrick, Big Spring; T. B. Akin, San Angelo; Fred J. Horner, Uvalde. Wm. H. Russell, San Antonio, general counsel; Geo. Mendell jr., Austin, associate counsel.

THEODORE BARGMAN, 5200 Loraine ave., Detroit. Trailer equipment. Jeannette Gottahalt, secy.; Theodore Bargman, gen. mgr., sales mgr., pur. agt.; L. F. Hallenbeck sr., chief engr. **Adv. Agcy.**—Univin Adv. Agcy., 5144 Fourteenth ave., Detroit.

(See Display Advertising Index)

THERMOID CO., Whitehead rd., Trenton, N. J. Brake linings, clutch facings, fan belts, radiator hose, miscellaneous automotive hose, universal joint discs, coupling discs, packings. F. E. Schluter, pres.; W. E. Harvey, secy.; R. H. Temple, treas.; S. K. Dennis, sales mgr. automotive replacement div.; C. A. Schell, chief engr.; H. W. Searfoss, pur. agt.; R. W. Case, jr., adv. mgr. **Det. Rep.**—F. A. Sharpe, 7310 Woodward ave., Detroit, Mich. **Adv. Agcy.**—Aitkin-Kynett & Co., Philadelphia, Pa.

THE RUBBER MANUFACTURERS ASSN., Inc., 444 Madison ave., New York City. Officers: A. F. Townsend, Manhattan-Raybestos, Inc., Passaic, N. J., chrmn. of bd.; A. L. Viles, 444 Madison ave., New York, pres., gen. mgr.; R. H. Goebel, 444 Madison ave., New York, secy.; W. H. Blackwell, United States Rubber Co., 1790 Broadway, New York, treas.

THEXTON MFG. CO., 313 Third ave., S., Minneapolis, Minnesota. Piston skirt expander. H. A. Thexton, pres., treas., gen. mgr., adv. mgr.; G. O. Gustafson, secy.; Gerald C. Dale, sales mgr. **Det. Rep.**—W. H. Loucks, care of Thexton Mfg. Co., Minneapolis. **Adv. Agcy.**—Hutchinson Advertising Agency, Hodgson bldg., Minneapolis, Minn.

THOMPSON-BREMER & CO., 1640 W. Hubbard st., Chicago. Lock washers. A. H. Thompson, pres.

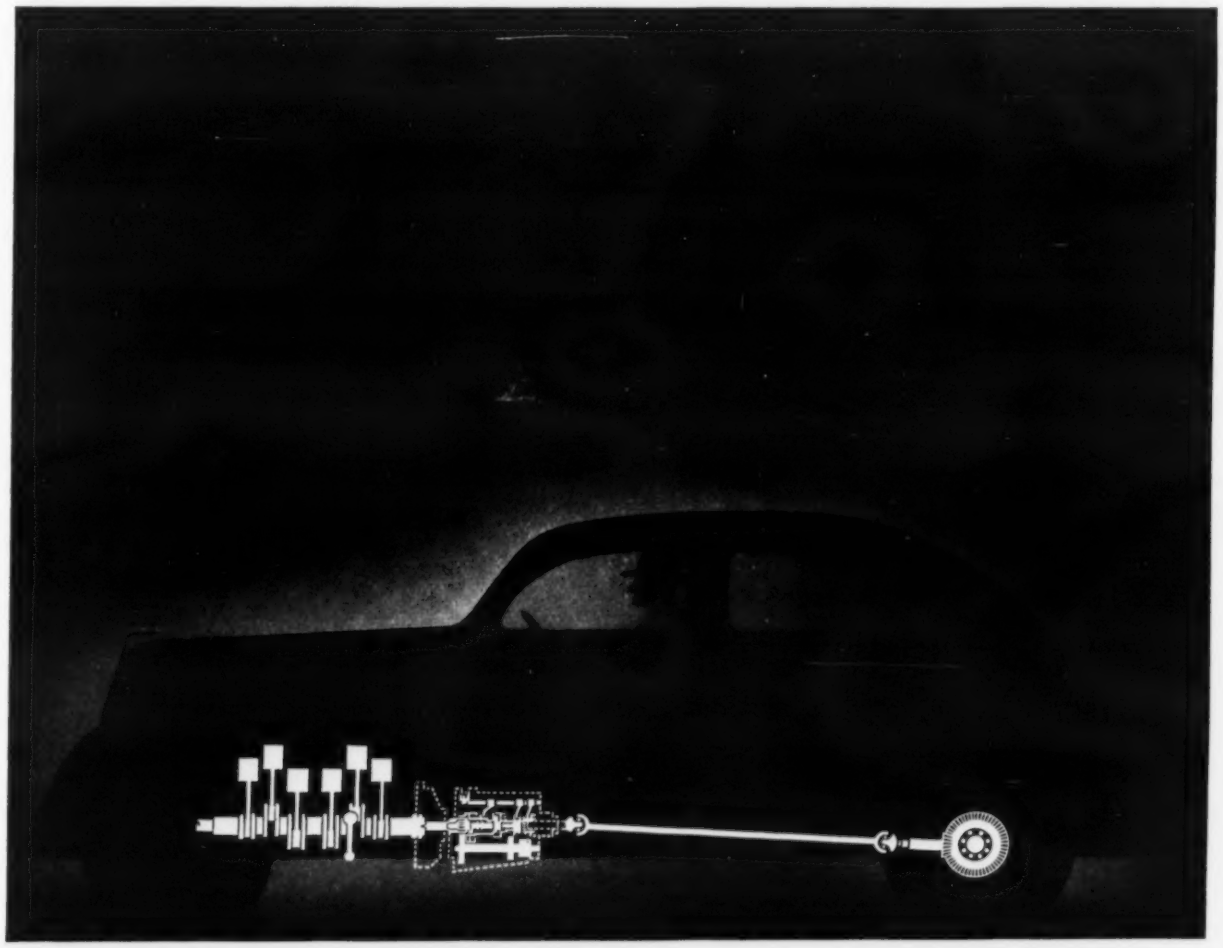
J. B. TIMBERLAKE & SONS, Inc., 120-24 E. Washington st., Jackson, Mich. Heat gun. P. J. Timberlake, pres.; G. Swick, secy.

THOMPSON PRODUCTS, Inc., 2196 Clarkwood rd., Cleveland. Valves, valve guides, valve insert seats, valve springs, pistons, piston pins, cylinder sleeves, packless pumps, pump parts, tie rods, spring shackles, bolts, bushings. F. C. Crawford, pres.; L. M. Clegg, vice-pres., gen. sales mgr.; W. M. Albaugh, secy.-treas.; T. O. Duggan, gen. mgr. serv. div.; E. T. Syvertsen, sales mgr. serv. div.; A. T. Colwell, chief engr.; E. C. Williams, pur. agt.; F. R. Witt, adv. mgr. **Det. Rep.**—M. P. Graham, gen. mgr.; H. Alldredge, sales mgr., 7731 Conant ave. **Adv. Agcy.**—Griswold-Eshleman Co., Terminal Tower, Cleveland.

THOMSON, H. R., Inc., 1059-1073 E. 76th st., Chicago. Rubber cements (all kinds), "Fastik" tire patch, gloss cleaner, C-Spray touch-up enamels in colors, Chevrolet. H. R. Thomson, pres, sales mgr., adv. mgr.; H. N. Thomson, secy.-treas.; T. J. LaLonde, gen. mgr.

THOMSON MFG. CO., 1706 Main st., Peoria, Ill. Piston expanders, piston ring expanders. Wm. H. Thomson, owner.

(Continued on Page 135)



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COLD ROLLED STRIP

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DETROIT

District Offices:
Indianapolis---Cleveland---Chicago---St. Louis

Composite Experience of Sales Finance Companies and Automobile Dealers

Year	Thousands of Cars Financed: New	Used	All	Millions of Dollars Retail Paper: New	Used	All	Wholesale	Average Note Purchased ($): New	Used	All	Pct. of Cars Repossessed: New	U'd	All	Average Loss per R'p'd Car: New	U'd	All
U. S.																
1925	....	....	....	....	...	....	....	550	280	...	2.1	3.6	...	..	..	55
1926	....	....	....	....	...	....	....	595	277	...	2.4	4.7	..	..	..	69
1927	....	....	....	....	...	....	....	574	286	...	2.9	5.3	...	..	..	45
1928	1,333	1,133	2,466	848	348	1,196	....	635	307	485	2.9	5.6	4.1	..	..	59
1929	1,892	1,656	3,548	1,126	491	1,617	678	595	297	456	3.0	5.6	4.2	..	..	63
1930	1,381	1,609	2,990	778	450	1,228	661	564	280	411	3.7	6.9	5.4	..	..	65
1931	1,028	1,420	2,448	570	380	950	554	554	268	388	4.5	11.4	8.5	..	..	47
1932	555	967	1,522	303	233	536	330	546	241	352	5.7	13.1	10.4	..	..	59
1933	760	1,068	1,828	392	235	627	500	516	220	343	2.8	7.8	5.7	..	..	42
1934	1,064	1,355	2,419	587	307	894	907	551	226	370	2.9	7.2	5.3	64	45	50
1935	1,334	1,792	3,126	734	424	1,158	1,403	550	237	370	2.7	10.7	7.3	67	53	55
1936	1,908	2,356	4,264	1,106	610	1,716	1,704	580	258	400	2.2	7.5	5.1	61	49	51
Canada																
1935	32.0	68.0	100.0	22.4	18	40.4	....	701	263	404	1.3	4.4	3.4	..	21	..
1936	42.9	94.7	137.6	29.9	25	54.9	....	698	264	399	1.5	10.0	7.4	61	25	27

Year	Skips per 1000 Deals	Percentage of Paper over 12 Months: New	Used	All	Pct. Paper with Sub-standard* Down Payment: New	Used	All	Pct. of Cars Sold on Installments: New	Used	All	Trade-Ins: On New Cars %	On Used Cars %	% of New Cars Sold	Used Cars Sold % of New	Junked % of Trade-Ins
U. S.															
1925	..	...	...	18.3	...	...	19.4	68.2	62.8	65.5	...	...	99.0	98.8	...
1926	..	...	...	13.2	...	...	9.0	64.5	65.2	64.8	...	...	90.0	89.4	...
1927	..	...	...	12.4	...	...	5.2	58.0	63.1	60.8	72.0	37.1	116.0	118.5	6.9
1928	4.7	...	...	14.5	...	...	6.1	58.1	60.8	59.5	69.4	39.4	115.5	117.0	8.1
1929	5.2	...	...	14.9	...	...	8.0	62.6	65.1	64.0	72.5	45.5	131.0	128.6	9.2
1930	5.1	...	...	16.6	...	...	11.8	62.3	64.8	63.8	75.1	49.1	155.6	164.4	14.3
1931	5.5	...	...	17.8	...	...	11.1	62.8	60.4	61.3	80.2	46.7	160.0	170.6	13.5
1932	5.5	...	...	21.9	...	...	13.7	54.6	47.0	48.6	88.7	47.7	177.4	185.9	14.3
1933	4.6	...	...	12.9	...	...	11.6	56.8	56.8	56.8	85.8	51.5	177.5	178.0	12.9
1934	2.2	37.6	14.6	29.8	17.0	20.5	18.2	54.4	57.9	56.6	74.7	47.3	150.4	160.1	8.1
1935	2.4	62.3	24.1	48.3	29.1	42.7	34.1	58.0	62.6	60.8	84.8	55.0	171.6	157.8	8.9
1936	2.6	71.8	35.5	58.9	25.6	26.7	26.0	60.9	58.5	59.4	84.7	50.9	168.3	164.1	10.8
Canada															
1935	3.5	58.2	25.4	44.2	18.6	10.0	14.8	47.2	60.9	56.0	84.0	54.2	181.8	182.2	4.6
1936	4.7	59.4	17.5	40.3	18.3	6.1	12.7	49.0	61.3	57.1	82.4	53.9	186.2	192.5	7.1

*Standard down payment means 1/3 for new cars and 40% for used cars, except that for 1936 it means 1/3 for both new and used cars.

NOTE—Figures below the dashed line cover both passenger and commercial vehicles. Those above the line relate chiefly to passenger cars, but with some small percentage of commercial vehicles.

Comparison of Passenger Car and Commercial Vehicle Data

	Per Cent Sold on Instalments: New Cars: Pas.	Com.	Both	Used Cars: Pas.	Com.	Both	New and Used: Pas.	Com.	Both	Pct. Trade-ins on New Cars: Pas.	Com.	Both
U. S.												
1934	54.6	52.6	54.4	58.1	55.7	57.9	56.8	50.4	56.6	77.7	55.8	74.7
1935	58.2	55.9	58.0	62.9	58.0	62.2	61.2	57.0	60.8	86.6	69.1	84.8
1936	61.2	57.7	60.9	58.2	61.8	58.5	59.3	59.8	59.4	85.9	73.3	84.7
Canada												
1935	46.0	54.2	47.2	60.4	67.1	60.9	55.5	60.8	56.0	87.3	65.2	84.0
1936	47.2	58.9	49.0	60.6	67.6	61.3	56.2	63.7	57.1	85.5	64.9	82.4

	% Trade-ins on Used Cars: Pas.	Com.	Both	All Trade-ins % of New Sold: Pas.	Com.	Both	Used Cars Sold % of New Sold: Pas.	Com.	Both	Cars Junked % of Trade-ins: Pas.	Com.	Both
U. S.												
1934	47.8	40.5	47.3	159.6	91.3	150.4	171.2	87.6	160.1	7.1	10.4	8.1
1935	55.6	47.3	55.0	177.9	118.1	171.6	164.1	117.2	157.8	8.7	11.4	8.9
1936	51.1	47.9	50.9	172.9	123.4	168.3	170.3	104.6	164.1	10.7	11.9	10.8
Canada												
1935	55.2	44.5	54.2	193.9	112.1	181.8	194.4	108.6	182.2	4.3	8.4	4.6
1936	54.2	51.2	53.7	196.8	126.9	186.2	205.2	121.2	192.5	6.8	10.2	7.1

Maturities of Retail Paper—1936

Months	United States: New Cars	Used Cars	Both	Canada: New Cars	Used Cars	Both
1 - 12	28.2	64.5	41.1	40.6	82.5	59.7
13 - 18	44.9	32.5	40.5	38.5	15.5	28.0
19 - 24	24.6	2.8	16.9	16.2	1.9	9.7
Over - 24	2.3	.2	1.5	4.7	.1	2.6
Total	100.0	100.0	100.0	100.0	100.0	100.0

SOURCES OF DATA. All figures relating to sales, trade-ins and junking of cars are derived from information furnished by automobile dealers, through the cooperation of the National Automobile Dealers' Association and the Dominion Automobile Dealers' Association, by the questionnaire method. Figures relating to thousands of vehicles financed, millions of dollars of financing and average note purchased, beginning with the year 1928, are derived from reports of the United States Department of Commerce and the Dominion Bureau of Statistics. All other figures were compiled from questionnaires returned to this Association from Sales Finance Companies.

Questionnaires submitted to dealer and finance companies prior to 1934 asked for data relating to passenger cars only. Then the attempt was made to obtain separate figures for passenger and commercial vehicles. There has been very little difficulty in getting this separation from the dealers, but many of the finance companies are able to furnish only the combined figures. In the two upper tables, figures below the dashed line are definitely for both passenger and commercial vehicles. Above that line they must be regarded as mainly passenger car data, but doubtless include some commercial.

Who's Who

(*Continued from Page* 133)

THORNTON TANDEM CO., 5124 Braden st., Detroit, Mich. (Four rear wheel drive for trucks). S. F. Baker, pres., gen. mgr.; R. F. Barnum, secy.-treas.; H. E. Slater, vice-pres., sales mgr.; N. Van Husen, chief engr.; F. C. Gilbert, pur. agt.; E. G. Scott, vice-pres., serv. mgr.; A. F. Knoblock, chmn. of bd.

(See Display Advertising Index)

TILLOTSON MFG. CO., Wolcott blvd., Toledo, O. Carburetors, fuel strainers, air cleaners. N. C. Tillotson, pres.; H. R. Schausten, secy.-treas., gen. mgr.; H. F. Chaffee, sales mgr.; E. A. Rullison, chief engr.; H. H. Balsmeyer, pur. agt.

TIMKEN-DETROIT AXLE CO., 100-400 Clark ave., Detroit. Axles, front and rear axles for trucks, buses, trailers, six-wheel axle conversion units, two speed axle units. H. W. Alden, chmn. of bd.; Willard F. Rockwell, pres.; Walter F. Rockwell, vice-pres., secy.; A. I. Hawkins, treas.; R. J. Goldie, vice-pres.; R. L. Busse, vice-pres. in chge. of sales; L. R. Buckendale, vice-pres., in chge. engr.; F. H. Maisonville, pur. agt.; L. W. Fischer, adv. mgr. **Adv. Agcy.**—Buchen Co., 400 Madison ave., Chicago.

TIMKEN ROLLER BEARING CO., Canton, O. Tapered roller bearings,, steels and seamless tubing, fuel injection equipment. H. H. Timken, chmn.; Wm. E. Umstattd, pres.; W. R. Timken, vice-pres.; H. J. Porter, vice-pres.; L. M. Klinedinst, vice-pres.; T. V. Buckwalter, vice-pres.; H. H. Timken jr., vice-pres.; R. C. Brower, secy.-treas.; J. A. Riley, asst. secy.-treas.; Peter Voss, pur. agt.; E. Wooler, chief engr.; W. H. Richardson, gen. mgr., serv. div.; R. P. Kelley, adv. mgr. **Det. Rep.**—E. W. Austin, 1111 Fisher bldg. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich.

TIMKEN ROLLER BEARING CO., STEEL & TUBE DIV., 1835 Dueber ave., S. W., Canton, O. Timken steels and seamless tubing. W. E. Umstattd, pres.; S. D. Williams, sales mgr.; Peter Voss, pur. agt.; R. P. Kelley, adv. mgr. **Det. Rep.**—Robert Atkinson, 1111 Fisher bldg. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit, Mich.

TIMKEN STEEL & TUBE CO., Canton, O. Alloy steels and tubing. F. J. Griffiths, pres.; S. D. Williams, sales mgr.; Peter Voss, pur. agt.; H. H. Timken jr, vice-pres.; R. P. Kelley, adv. mgr.; **Det. Rep.**—Robert Atkinson, 1711 Fisher bldg. **Adv. Agcy.**—Zimmer-Keller, Inc., Detroit.

TITEFLEX METAL HOSE CO., 500 Frelinghuysen ave., Newark, N. J. Hose (flexible metal), tubing (flexible metal). C. W. Fletcher, pres.; R. H. Stone, secy.; P. L. Proctor, treas.; E. E. Husted, sales mgr., adv. mgr.; H. L. Maring, pur. agt.; M. A. Brisinger, chief engr. **Det. Rep.**—D. A. Noble, 2-248 General Motors bldg.

(See Display Advertising Index)

TOKHEIM OIL TANK & PUMP CO., 1600 Wabash ave., Fort Wayne, Ind. Gasoline pumps, lubricating oil equipment (portable and stationary), kerosene dispensing units, truck tank and bulk storage meters, traffic signals. C. M. Niezer, pres.; D. Cunningham, secy.-treas.; C. C. Oberly, gen. mgr.; J. E. Neale, sales mgr.; R. E. Bechtold, chief engr.; L. M. Schwartz, pur. agt.; J. M. Huguenard, adv. mgr. **Det. Rep.**—H. B. Gavigan. **Adv. Agcy.**—Carter, Jones & Taylor, South Bend, Ind.

TOLEDO STEEL PRODUCTS CO., 3300 Summit st., Toledo, O. Valves, valve guides, valve seat inserts, valve springs and keys, water pumps and parts, chassis bolts & bushings, pistons, piston pins, cylinder sleeves, shackles, shackle bushings, eccentric tie rods. A. F. Seubert, vice-pres. & gen. mgr.; H. E. Bremforder, asst. secy.-treas.; J. E. Adams, sales mgr., adv. mgr.; L. E. Galbraith, chief engr.; R. C. Huddle, pur. agt. **Det. Rep.**—J. H. Wernett, 443 E. Fort st., Detroit, Mich. **Adv. Agcy.**—Sun Advertising Co., 2325 Madison ave., Toledo, O.

H. S. TOMPKINS, 82-84 Dey st., New York. Body handles, locks; bus body hardware, hinges. H. S. Tompkins, pres., gen. mgr.; H. S. Tompkins jr., sales mgr., pur. agt.; adv. mgr.; Robert Brooks, chief engr.

TOMKINS-JOHNSON CO., 617 N. Mechanic st., Jackson, Mich. Rivet setting machines, clinchnut setting machines, air and hydraulic cylinders, rot. and non-rot., coolant pumps, die sinking-milling cutters, remote control valves. A. R. Johnson, pres., gen. mgr., pur. agt.; A. M. Miller, secy.-treas.; B. W. Weisel, sales mgr.; B. O. Ludwig, supt.; L. A. Ward, chief engr.; F. L. Dwelley, adv. mgr. **Det. Rep.**—Haberkorn & Wood, 2832 E. Grand blvd.

TOT-EM TRAILER CO., 848 Greenwood ave., Birmingham, Mich. Patented knee-action two wheel trailer chassis and one wheel trailers. Thos. B. Klingensmith, pres. **Adv. Agcy.**—Fred M. Randall Co., Detroit.

TRAILER CO. of AMERICA, 31st and Robertson, Cincinnati, O. H. D. Trailers. J. Englander, pres., gen. mgr.; H. Fuhrman, secy.-treas.; A. J. Woltering, sales mgr., vice-pres.; Jas. Black, chief engr.; A. C. Brandt, pur. agt.; Ross H. Wilson, adv. mgr. **Det. Rep.**—Lapeer Trailmobile Co. of Mich., 432 St. Aubin. **Adv. Agcy.**—Wilson Advertising Agcy., Cincinnati, O.

TRAILERS SUPPLY CO., Wausau, Wis. Trailer parts. Jim Dandy, pres.; D. Storey, gen. mgr., sales mgr.

TRAINOR NATL. SPRING CO., N. Main st., New Castle, Ind. Replacement leaf springs for all cars, trucks and buses. F. J. Trainor, pres., adv. mgr.; C. D. Trainor, secy.-treas.; F. W. Achor, gen. office mgr.; F. R. Trainor, sales mgr.; W. Ellis, chief engr., H. E. Leakey, pur. agt. **Adv. Agcy.**—Central Adv. Agcy., Indianapolis, Ind.

TRANE CO., 3rd and Cameron ave., LaCrosse, Wis. Air-conditioning. Rueben N. Trane, pres., gen. mgr.; A. T. Holmes, secy.; Frank Hood, treas.; C. A. Thatro, sales mgr.; R. H. Anderegg, chief engr.; R. H. Pearse, pur. agt.; L. A. Trumble, adv. mgr. **Det. Rep.**—J. D. Cantwell, 8316 Woodward ave. **Adv. Agcy.**—Needham, Louis and Brorby, Chicago, Ill.

TRANSITONE AUTOMOBILE RADIO CORP., Tioga and C sts., Philadelphia, Pa. Auto radios. Russell L. Heberling, pres.; Howard McDaniel, secy.; John Ballantyne, treas.; Sayre M. Ramsdell, vice-pres.; March Fisher, sales mgr.; J. H. Pressley, chief engr.; G. I. H. Little, pur. agt.; E. B. Loveman, adv. mgr. **Det. Rep.**—Wm. Balderston, vice-pres. in chge. mfgrs. div., 1627 W. Fort st. **Adv. Agcy.**—Hutchins Adv. Co., Inc., Rochester, N. Y.

TRANSUE & WILLIAMS STEEL FORGING CORP., West Ely st., Alliance, O. Drop forgings, metal stampings. J. R. Gorman, pres.; H. C. Senour, secy.-treas.; E. M. Cook, sales mgr.; J. F. Bell, mgr. of sales, stamping div.; H. C. Martin, pur. agt. **Det. Rep.**—Forgings: L. D. Rockwell Co., 712 Book bldg., Detroit, Mich. Stampings: B. B. Mayne, 501 Curtis bldg., Detroit, Mich. **Adv. Agcy.**—Thompson Adv. Agency, Youngstown, Ohio.

TRAVEL CAR CO., Inc., 16431 W. Seven Mile rd., Detroit. Coach trailers, display trailers, horse trailers. J. P. Malley, pres., gen. mgr., sales mgr., chief engr., pur. agt.; F. F. Malley, secy.-treas.

TRAVELING CABIN TRAILER CORP., 597 Hollister ave., Bridgeport, Conn. Cabin trailers. W. J. Seelinger, pres.; George A. Kubler III, secy.; William W. Lind, treas.

TRAVEL TRAILER CORP., 50-68 Washington ave., Carlstadt, N. J. Coach trailers. Walter Eichhorn, pres., chief engr.; L. G. Hopp, secy.-treas., pur. agt.; William Eichhorn, gen. mgr.; R. R. Brobell, sales mgr.

TRENTON AUTO RADIATOR WKS., 826 Brunswick ave., Trenton, N. J. Automobile radiators. Benj. Kramer, pres.; Nathan Kramer, treas., gen. mgr.; Israel Kramer, chief engr.; B. K. Seltzer, pur. agt.

TRICO PRODUCTS CORP., 817 Washington st., Buffalo, N. Y. Windshield devices, etc., signalling devices, etc. J. R. Oishei, pres.; W. J. Chellew, vice-pres.; S. H. Evans, secy.; P. C. Cornell, treas.; C. F. Conn, sales mgr.; B. F. Oishei, pur. agt.; E. C. Horton, chief engr.; R. J. Oishei, adv. mgr. **Det. Rep.**—C. H. Oishei, General Motors bldg. **Adv. Agcy.**—Addison Vars, Inc., Buffalo, N. Y.

TRIMONT MFG. CO., 55-71 Amory st., Roxbury (Boston), Mass. Pipe and Stillson wrenches, body and fender repair tools. R. E. Smith, pres.; W. M. Paterson, vice-pres., adv. mgr.; W. L. Hancock, treas.; A. S. Greenwood, sales mgr.; H. A. Olson, pur. agt. **Det. Rep.**—William Ferguson, 1018 Blanchard ave., Flint, Mich. **Adv. Agcy.**—Larchar-Horton Co., Providence, R. I.

TRIPLE-A SPECIALTY CO., 2101 Walnut st., Chicago. Automotive replacement parts. Arthur M. Callman, pres., treas., adv. mgr.; Arthur A. Abrams, secy., pur. agt.; Harold W. Eden, chief engr.

TROPIC-AIRE, Inc., 60 Eleventh ave., N. E., Minneapolis, Minn. Hot water motor vehicle heaters. C. H. Will, pres., treas.; G. A. Stevens, secy.; Ray E. Bishop, sales mgr.; H. W. Fink, chief engr.; L. L. Joos, pur. agt. **Det. Rep.**—J. V. Harding, 5936 John R st. **Adv. Agcy.**—Mitchell Adv. Agcy., Minneapolis, Minn.

TROTWOOD TRAILERS, Inc., Trotwood, O. Coach trailers, display trailers, utility trailers. Ray F. Kuns, chief engr.; J. B. Flora, secy., gen. mgr., pur. agt.; W. J. Wagner, treas.; J. A. Longnecker, sales mgr.; **Adv. Agcy.**—J. Horace Lytle Co., Dayton, O.

TRUCK ENGINEERING CORP., 1802-E. 38th st., Cleveland, O. Heavy-duty trailers, semi, four-wheel and pole; truck bodies, equipment. R. L. Morse, secy.-treas.; J. L. Glick, gen. mgr.

TRUCK EQUIPMENT CO., Inc., 1701 Fillmore ave., Buffalo, N. Y. Third axles, semi-trailers (commercial), gravity spring suspension, steel dump bodies. E. R. Boeck, pres.; P. D. Boeck, secy.; E. J. Boeck, treas., chief engr.; H. H. Weber, sales mgr.; E. H. Zittel, pur. agt.; G. W. Fotis, adv. mgr.

TRUCKTOR CORP., 156 Wilson ave., Newark, N. J. Third axle equipment for all sizes and makes of trucks; four-wheel chain and sprocket drives; track shoes. Clayton Farris, pres., gen. mgr., sales mgr.; Chas. R. Lord, secy.; Chas. Lehmann jr., treas.; Harold A. Soulis, chief engr.; George M. Nelson, pur. agt.; A. M. Stockman, adv. mgr. **Adv. Agcy.**—A. M. Stockman Advertising Agcy., 20 Vesey st., New York, N. Y.

TRUSCON STEEL CO., PRESSED STEEL DIV., 6100 Truscon ave., Cleveland, O. Automotive pressed and drawn steel parts; materials handling equipment, foundry flasks. Myron A. Wick, pres.; A. C. Ruihley, secy.-treas.; Harry Woodhead, gen. mgr.; W. M. Whalen, sales mgr.; T. A. Sindelar, chief engr.; J. Breen, pur. agt.; R. P. Dodds, adv. mgr. **Det. Rep.**—T. G. Watkins, 615 Wayne st. **Adv. Agcy.**—G. M. Basford & Co., Cleveland, O.

TUMBLER LABORATORIES, J. A., 433 S. Hanover st., Baltimore, Md. Polishes. Joseph A. Tumbler, pres.; V. D. Lippold, office mgr.; C. B. Cook, sales mgr.; L. J. LaBrie, pur. agt.; Aitken Kynett, adv. mgr. **Adv. Agcy.**—Aitken Kynett, Philadelphia, Pa.

TUNG-SOL LAMP WORKS, Inc., 95 Eighth ave., Newark, N. J. Automotive lamps, radio tubes. Harvey W. Harper, pres.; A. T. Browner, secy.-treas.; C. C. Bohner, sales mgr.; R. K. Braunsdorff, chief engr.; E. P. Garretson, pur. agt.; W. B. Masland, adv. mgr. **Det. Rep.** R. E. Carlson, Tung-Sol Lamp Works, Inc., General Motors bldg. **Adv. Agcy.**—Picard Adv. Agcy., 250 W. 57th st., New York City.

TUTHILL SPRING CO., 760 Polk st., Chicago. Leaf, auto, trailer and truck springs; Tuthill highway guard rail; spring steel products. H. T. Moore, pres., gen. mgr., sales mgr.; J. H. Schmidt, secy., pur. agt.; O. C. Nuss, treas.; W. S. Van Bergen, chief engr. **Det. Rep.**—David James, Tuthill Spring Works.

TWIN COACH CO., W. Main st., Kent, O. Motor buses, trolley buses. F. R. Fageol, pres.; Paul H. Brehm, secy., gen. mgr.; H. G. Taylor, treas.; Ross Schram, sales mgr., adv. mgr.; H. E. Sim, chief engr.; D. N. Musson, pur. agt. **Det. Rep.**—W. M. Doyle, 11607 Abington ave.

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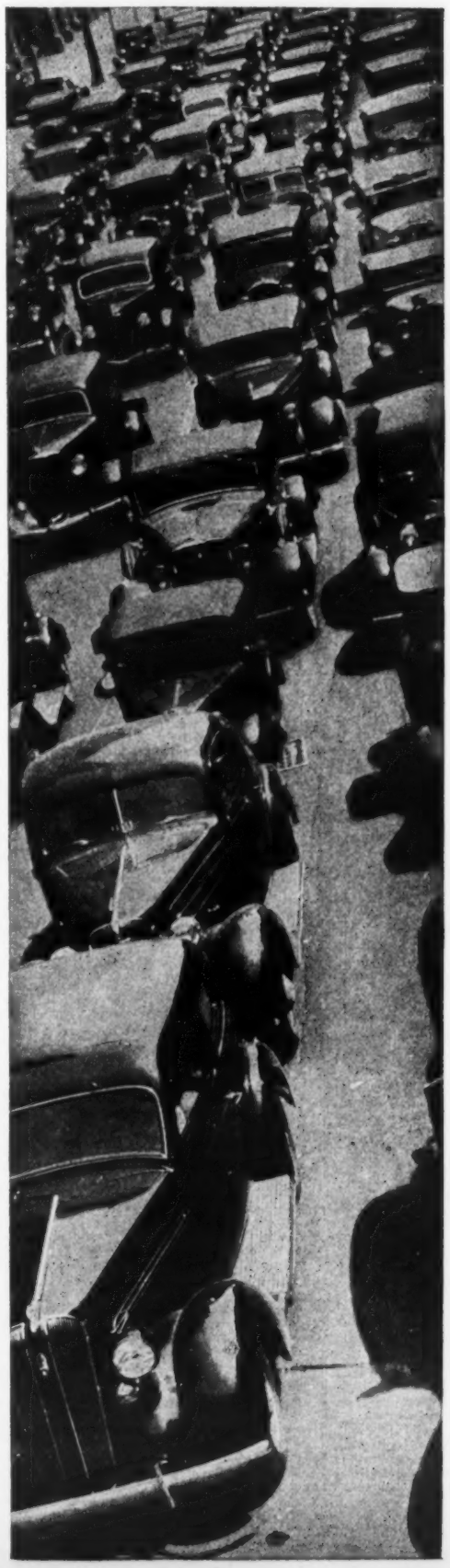

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DIVIDEND PAYMENTS AUTOMOTIVE COMPANIES FOR 6 YEARS, '31-'36

(Compiled by C. J. Alexander, ADN Financial Editor)

DIVIDENDS

(Annual figures based on per share declarations on preferred and common stock times average number of shares outstanding)

CAR AND TRUCK COMPANIES

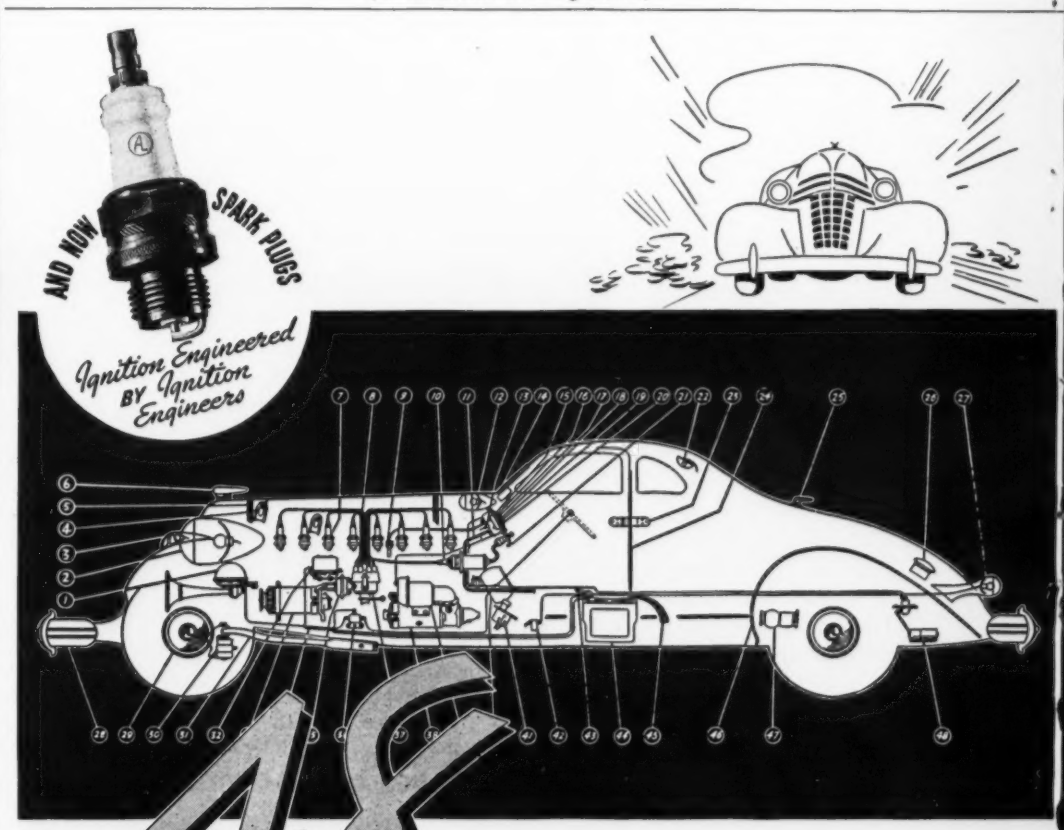
	1936	1935	1934	1933	1932	1931
Auburn	None	None	$ 225,000(a)	$ 558,000(a)	$ 874,000(a)	$ 812,000
Checker Cab Mfg.	None	None	None	None	None	195,000
Chrysler	$52,191,000	$ 8,665,000	5,435,000	4,304,000	4,390,000	4,412,000
Federal Motor Truck	195,000	97,400	None	None	24,000	242,000
Ford of Canada	1,659,000	830,000	2,084,000	1,659,000	None	995,000
General Motors	202,700,000	105,655,000	65,250,000	63,752,000	63,752,000	139,876,000
Graham-Paige	None	None	None	None	52,000	108,000
Hudson	None	None	None	None	None	1,597,000
Hupp	None	None	None	None	None	None
Mack Trucks	896,000	597,000	627,000	665,000	692,000	1,680,000
Nash	2,647,000	2,646,000	1,985,000	1,985,000	4,095,000	9,555,000
Packard	6,750,000	None	None	None	None	6,750,000
Reo	None	None	None	None	None	772,000
Studebaker	None	None	None	None	992,000	2,814,000
White	None	None	None	None	3,125,000	355,000
Yellow Truck & Coach	5,000,000	None	None	None	None	None

(a)—Also 2% in stock in 1933 and 8% in 1931 and 1932.

PARTS AND ACCESSORY COMPANIES

	1936	1935	1934	1933	1932	1931
Ainsworth Mfg.	$ 759,000	$ 345,000	$ 172,000	$ 69,000	$ 69,000	None
Bendix	3,150,000	525,000	None	None	315,000	$2,097,000
Bohn Alum. & Brass	1,322,000	792,000	1,057,000	352,000	132,000	528,000
Borg-Warner	4,724,000	2,143,000	1,161,000	518,000	530,000	1,462,000
Bower Roller Bearing	750,000	240,000	179,000	None	108,000	240,000
Briggs & Stratton	891,000	891,000	505,000	375,000	375,000	450,000
Briggs Mfg.	7,916,000	5,820,000	3,386,000	None	799,000	3,427,000
E. G. Budd	None	None	None	None	None	None
Budd Wheel	246,000	196,000	None	None	28,000	829,000
Clark Equipment	376,000	267,000	266,000	138,000	80,000	441,000
Cleveland G. & B.	805,000	644,000	280,000	129,000	120,000	161,000
Collins & Aikman	2,630,000	1,001,000	439,000	439,000	439,000	439,000
Eaton Mfg.	1,998,000	1,041,000	679,000	130,000	81,000	742,000
Electric Auto-Lite	3,420,000	667,000	314,000	293,000	1,987,000	4,768,000
Gabriel Co.	None	None	None	None	None	None

(*Continued on Page* 144)



48 DISTINCT AUTOMOTIVE PRODUCTS

1. Horns
2. Headlights
3. Fender lights
4. Hose clamps
5. Hood lacings
6. Radiator-type motometers, or automotive hardware
7. Spark plugs
8. Wiring harness
9. Heat-indicator plugs
10. Ignition coils
11. Flexible speedometer cables
12. Cowl lights
13. Driving lights, or Warn-O-Light signaling devices
14. Electric windshield wipers
15. Ammeters
16. Distance-type heat indicators
17. Electric gasoline gauges, etched dials and face-plates
18. Magnetic speedometers
19. Oil-pressure gauges
20. Panel and headlight switches(starting switches)
21. Dash assemblies
22. Dome lamps
23. Steel and rubber door-check straps (fabric rubber covered)
24. Rubber padding shims
25. Automotive hardware and ornaments (zinc and aluminum base die castings)
26. Radiator and tank caps
27. Tail-lights
28. Bumpers
29. Hub caps
30. Tie rods
31. Drag links
32. Voltage regulators (circuit breakers)
33. Generators
34. Motor lead wires (copper wire, enameled magnet wire, rubber-covered wire)
35. Vacuum distributor controls
36. Horn relays
37. Distributors
38. Starting motors
39. Solenoids
40. Exhaust-type heaters
41. Dimmer switches
42. Hydraulic stop-light switches
43. Battery cable (battery terminals)
44. Storage batteries
45. Battery ground strips
46. Antisqueak padding
47. Automotive leather protective boots
48. Gasoline-tank electric level indicators

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408 David Whitney Building

Detroit

Who's Who

(*Continued from Page* 135)

TWIN DISC CLUTCH CO., 1328 Racine st., Racine, Wis. Clutches, power take-off units, reduction gears, marine reverse gears. P. H. Batten, pres., treas., gen. mgr.; G. L. Shuman, secy.; G. M. Guilbert, vice-pres., sales mgr., adv. mgr.; N. F. Adamson, chief engr.; E. N. Wackerhagen, pur. agt. **Det. Rep.**—R. H. Smith, 3526 Cedarbrook rd., Cleveland, O. **Adv. Agcy.**—Cramer Krasselt, Milwaukee, Wis.

TYSON ROLLER BEARING CORP., Massillon, O. Tapered roller bearings. R. H. Maxson, pres.; George C. McMullen, vice-pres. in chg. of sales; E. R. Earnest, pur. agt. **Det. Rep.**—Ben L. Crew, 7310 Woodward ave.

UNDERWOOD ELLIOTT FISHER CO., 1 Park ave., New York. Typewriters, accounting machines, adding machines, supplies. P. D. Wagoner, pres., gen. mgr.; C. S. Duncan, secy.-treas.; W. F. Arnold, gen. sales mgr.; W. J. Evert, pur. agt.; C. H. W. Ruprecht, adv. mgr. **Det. Rep.**—O. H. Zaun, branch mgr., Griswold bldg. **Adv. Agcy.**—Marschalk & Pratt, New York.

UNION ASBESTOS & RUBBER CO., 1821 S. 54th ave., Cicero, Ill. Asbestos textiles and packings, precision sets, brake linings. L. L. Cohen, pres.; C. Mosier, vice-pres.; L. J. Silverman, secy., treas.; W. H. Fehrs, sales mgr., adv. mgr.; A. H. Owen, pur. agt.; W. F. Astley, chief engr. **Det. Rep.**—N. C. Foss, Ryan Sales Engr. Co., 82 Lothrop ave. **Adv. Agcy.**—J. J. Arnsfield, 343 S. Dearborn st., Chicago.

UNION-C-MACHINE CO., Inc., 955-7-9 Park ave., Union City, N. J. Air compressors (anhydrous), motor bases (belt-compensating), motor-generator sets. Alexander J. Berndt, pres., gen. mgr.; Norman A. Forde, secy.-treas.; Warren F. Barnes, sales mgr.; Karl M. Eigen, chief engr.

UNION DRAWN STEEL CO., Plants: Hartford, Conn., Beaver Falls, Pa., Massillon, O., Gary, Ind. Office: Massillon, O. Cold drawn carbon, alloy and stainless steel bars, rounds, hexagons, squares, flats and special sections, union free cut (SAE-1112 type) and union super cut (high sulphur) bessemer screw steel, union hymo (high manganese) screw steel, turned and polished shafting, union special finish (cold drawn & ground), union precision shafting (turned, ground & polished). R. J. Wysor, pres.; J. P. Moseley, secy.-treas.; L. E. Creighton, gen. mgr.; F. C. Young, sales mgr.; O. E. Smith, chief engr.; C. F. Hershey, pur. agt.; E. J. Kopf, adv. mgr. **Det. Rep.**—L. H. Carlisle, dist. sales mgr., office and warehouse, 237 Jos. Campau ave. **Adv. Agcy.**—Meek & Wearstler, Inc., Youngstown, O.

UNITED AIR CLEANER CO., 9705 Cottage Grove ave., Chicago. Air cleaners for cars, trucks, tractors, industrial engine units. John T. Beatty, pres., treas., sales mgr.; H. G. Chandler, adv. mgr., asst. sales mgr.; R. J. Beatty jr., vice-pres., secy.; J. C. Hockery, asst. secy.; Larry L. Blais, pur. agt.; T. W. Hallerberg, chief engr.
(See Display Advertising Index)

UNITED AMERICAN BOSCH CORP., Springfield, Mass. Automotive electrical equip., radio receivers, gas water heaters, Diesel fuel injection equip. A. T. Murray, pres.; H. Waker, vice-pres.-treas.; L. Beeh, J. E. Wild and G. J. Lang, vice-pres.; E. J. Wagener, secy.; C. L. Shedd, sales mgr., automotive trade; J. Drennan, pur. agt.; G. W. Carlson, adv. mgr. **Adv. Agcy.**—E. T. Howard Co., 40 E. 49th st., New York City.

UNITED AUTOGRAPHIC REGISTER CO., 5000 S. California ave., Chicago. Autographic registers, business systems, automotive records. W. R. Barker, pres.; B. M. Boyd, treas.; W. L. Selig, sales mgr.; Louis Jensen, chief engr.; J. Friedman, pur. agt.; A. R. MacFarland, adv. mgr. **Det. Rep.**—C. H. Jeffrey, 917 Fox bldg.

UNITED AUTOMOBILE TRAILERS, Inc., 250 W. 57th st., New York City. Coach trailers. Curtis W. Emery, pres., sales mgr., pur. agt.; G. N. Smith jr., secy.-treas.; Frank St. Clair jr., chief engr.; Corlis Emery, vice-pres., adv. mgr.

UNITED-CARR FASTENER CORP., 81 Ames st., Cambridge, Mass. Fasteners: snap, curtain, carpet, upholstery; slide buckles, radio parts, metal stampings. Sinclair Weeks, pres., treas.; A. S. Boynton, secy.; A. W. Kimbell, gen. mgr.; G. S. Maynard, sales mgr.; R. O. Chaffee, chief engr.; F. J. Ross, pur. agt.; N. A. Dill, adv. mgr. **Det. Rep.**—C. L. Hall, 2832 E. Grand blvd. **Adv. Agcy.**—Dickie-Raymond, Inc., Boston, Mass.

UNITED MOTORS SERVICE, Inc., 3044 W. Grand blvd., Detroit. Starting, lighting and ignition parts; starting motors, generators, batteries, coils, ignition cables, roller bearings, ball bearings, auto radio, battery chargers, defrosters, horns, headlamps, reflectors, fog lamps, driving lamps, car heaters, spark plugs, radiators, radiator cores, shock absorbers, brake replacements, fuel pumps, radiator cleaner, speedometers, safety reflectors, air cleaners, oil filters, gauges, motor performance tester, coil tester, condenser tester, low reading voltmeter, generator regulator tester, engine timing light, mercury vacuum tester, generator-starter tester, vacuum unit tester, exhaust tester, headlamp tester, wheel aligning, brakes, lathes, drill press, Arbor press, grinder, and grow'ers. F. A. Oberheu, pres., gen. mgr.; M. H. Collins, secy.; A. W. Pfeiffer, treas.; W. H. Eichelberger, sales mgr.; T. H. Nagle, gen. serv. mgr.; W. N. Potter, product mgr.; R. C. Campbell, pur. agt.; H. C. Smith, adv. mgr. **Det. Rep.**—United Motors Service, Inc., 495 Milwaukee ave., W. **Adv. Agcy.**—Campbell-Ewald Co., General Motors bldg., Detroit.

UNITED SPECIALTIES CO., 409 Curtis bldg., Detroit. Carburetor air cleaners, dovetails, co-incidental locks, ignition switches, rolled shapes, electric cord reels. Christian Girl, pres.; M. D. Harrison, secy.-treas.; Fred Glover, gen. mgr.
(See Display Advertising Index)

UNITED STATES AIR COMPRESSOR CO., 5300 Harvard ave., Cleveland. Lubrication, lifts, pit lift air jacks, air compressors, car washers, greasing equipment, paint spraying equipment. R. L. Bacher, pres.; W. C. Smith, secy.-treas., gen. mgr.; K. S. Klapp, gen. mgr.; P. I. Schultz, chief engr.; L. H. Bacher, pur. agt.; T. N. Thompson, adv. mgr.

UNITED STATES ASBESTOS, (Div. of Raybestos-Manhattan, Inc.) Manheim, Penna. Brake linings, clutch facings, asbestos textiles, packings, etc. A. F. Townsend, chmn. of bd.; S. Simpson, pres.; M. F. Judd, secy.; F. L. Curtis, treas.; George R. Weber, gen. mgr.; O. H. Cilley, sales mgr.; Franklin A. Miller, replacement sales mgr.; J. D. Rohrer, chief engr.; G. W. Marshall, jr., pur. agt.; E. S. Sensenderfer, adv. mgr. **Adv. Agcy.**—Jerome B. Gray & Co., Philadelphia, Pa.

UNITED STATES ELECTRIC MFG. CORP., 222-228 W. 14th st., New York. Flashlights, flashlight and radio batteries, dry cells. Henry Hyman, pres.; N. Nelson, secy.-treas.; S. Cobert, sales mgr.; S. Henken, pur. agt.; M. L. Rubin, adv. mgr. **Det. Rep.**—Mr. Hirshman, 3325 Ardmore ave., Chicago.

UNITED STATES ELECTRICAL TOOL CO., 2488 W. Sixth st., Cincinnati, O. Electric drills, sanders, polishers, valve refacers, grinders and polishers. J. A. Smith, pres.; G. E. Smith, treas., sales mgr., pur. agt., adv. mgr.; J. C. Smith, vice pres.; C. D. Hogan, secy.; D. G. Behlen, chief engr. **Det. Rep.**—T. H. Scaffe, 2832 E. Grand blvd.

UNITED STATES RUBBER PRODUCTS, Inc., 1790 Broadway, New York. Tires, rubber footwear, clothing, golf balls, drug sundries, bathing apparel, belting, packing, hose. "Lastex," crude and processed rubber and Latex, chemicals. F. B. Davis jr., pres.; Eric Burkman, secy.; W. H. Blackwell, treas.; G. M. Tisdale, dir. of pur.; Walter Emery, dir. of adv. **Det. Rep.**—R. Emmet Sheahan, 6600 E. Jefferson ave. **Adv. Agcy.**—Campbell-Ewald Co. of N. Y., Inc., New York City.

UNITY MFG. CO., 2909 Indiana ave., Chicago. Safetylight, road lamp, sportlite. Henry R. Gross, pres., treas., gen. mgr.; Martha S. Hubert, secy.; R. W. Lindamood, sales mgr.; Walter Peterson, chief engr.; R. K. O'Donnell, pur. agt. **Adv. Agcy.**—Sidener Van Riper & Keeling, Indianapolis, Ind.

UNIVERSAL BATTERY CO., 3410-24 So. LaSalle st., Chicago, Ill. Storage batteries, radio sets, electric lighting plants (wind power and gasoline). Robert D. Moury, pres., genl. mgr. and adv. mgr.; Harry I. Holton, secy.; A. Silberman, treas.; Roy S. Moury, sales mgr.; Ray O. Watkins, chief engr.; Lester Bourne, pur. agt. **Adv. Agcy.**—Aubrey, Moore & Wallace, Chicago, Ill.

UNIVERSAL OIL SEAL CO., Inc., 40 Patterson st., Pontiac, Mich. Oil seals for rotating shafts. V. E. Nelson, pres., gen. mgr., sales mgr.; H. E. Hotchkiss, secy.-treas., pur. agt.

UNIVERSAL PRODUCTS CO., 128-130 Burmet ave., Syracuse, N. Y. Lubricating equipt., grease guns, fittings and hose, spark plugs. C. J. Nolin, Albert Nolin, G. M. Polhemus, partners; G. M. Polhemus, gen. mgr.; A. R. Nolin, chief engr., pur. agt. **Adv. Agcy.**—David Tynion, Syracuse, N. Y.

U. S. AXLE CO., Inc., Pottstown, Pa. Axle shafts for automobiles, trucks and buses—U.S. George C. Lees, pres., adv. mgr.; L. E. Orgill, treas., pur. agt.; Kenneth Howard, secy., sales mgr.

U. S. CLUB CAR TRAILER CO., 1002 N. Market st., Champaign, Ill. Coach trailers. Bert Sprinkling, pres., chief engr.; Paul Date, secy.-treas.; Morris D. Durham, sales mgr., adv. mgr.

U. S. COACH CO., Inc., 1002 Market st., Champaign, Ill. (factory); (exec. offices), Suite 1204-330 S. Wells st., Chicago, Ill. Trailers. Bert Sprinkling, pres., chief engr.; M. D. Durham, secy., sales mgr., adv. mgr.; Paul Date, treas., gen. mgr., pur .agt. **Adv. Agcy.**—Ring Advertising Agency, Chicago.

USL BATTERY CORP., 3215 Highland ave., Niagara Falls, N. Y. Storage batteries. D. H. Kelly, pres.; F. H. Landwehr, secy.; G. M. Craig, treas.; R. T. Pierson, vice-pres., gen. mgr.; W. E. Blank, sales mgr.; G. L. Kyle, chief engr.; J. H. Lambrix, pur. agt. **Det. Rep.**—W. W. Pennington and W. C. Roberts, 6154 Hamilton ave. **Adv. Agcy.**—Baldwin & Strachan, 374 Delaware ave., Buffalo, N. Y.

UTICA DROP FORGE & TOOL CORP., 2415 Whitesboro st., Utica, N. Y. Pliers, chisels, wrenches, punches, screwdrivers, wheel puller, hydraulic presses. Edward Norris, pres., treas.; Dana L. Tyler, secy.; J. E. O'Toole, gen. mgr., sales mgr., pur. agt.; Wendell Sawyer, chief engr. **Adv. Agcy.**—Devereaux, Inc., Utica, N. Y.

UTILITY TRAILER MFG. CO., P. O. Box 1407 Arcade Station, Los Angeles, Calif. Full trailers (commercial); semi trailers (commercial); steel castings, six wheel units. Elb Bennett, pres.; H. C. Bennett, secy., treas., gen. mgr., sales mgr.; G. L. Knox, chief engr.; Virgil Waters, pur. agt.; H. C. Bennett, adv. mgr. **Adv. Agcy.**—Dan B. Miner Co., Los Angeles, Calif.

UTILITY TRAILER WORKS, Inc., Hunter Station, Montgomery, Ala. Trailers (commercial). C. R. Ballard, pres.; Mrs. S. P. Ballard, secy.; Lamar Kennedy, gen. mgr., sales mgr., pur. agt.; C. M. Cunningham, chief engr.

V

VACUUM POWER EQUIPMENT CO., 1644 W. Lafayette blvd., Detroit, Mich. Vacuum power brake units. C. B. Johnson, pres., gen. mgr. and sales mgr.; Walter Carson, secy.-treas.; Gordan R. Elliott, chief engr.; Ted Walling, pur. agt. **Adv. Agcy.**—Harold Aarons, Inc., Detroit.

VAGABOND COACH MFG. Co., 500 Grand River ave., New Hudson, Mich. Coach trailers. F. C. Burt, pres., chief engr.; P. C. Miles, secy.-treas.; Geo. F. Miles, vice-pres., adv. mgr.; R. E. Jackson, pur. agt. **Det. Rep.**—Vagabond Coach Sales Co., 3535 Cass ave. **Adv. Agcy.**—C. Hellpensteel Co., Detroit.

VALENTINE & CO., 386 Fourth ave., New York. Thurlow J. Campbell, pres.; George M. Bralla, treas.; Frank P. Connolly, vice-pres. in chge. industrial and trade sales, also adv. **Det. Rep.**—Russel S. Rogers, vice-pres. in chge. automotive sales, 550 Twelfth st.

VALV-TITE PISTON RING CO., 1701 Spielbusch ave., Toledo, O. Piston rings. Albert

(*Continued on Page* 139)

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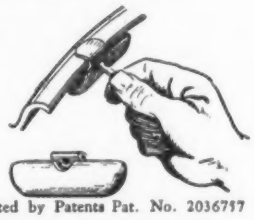

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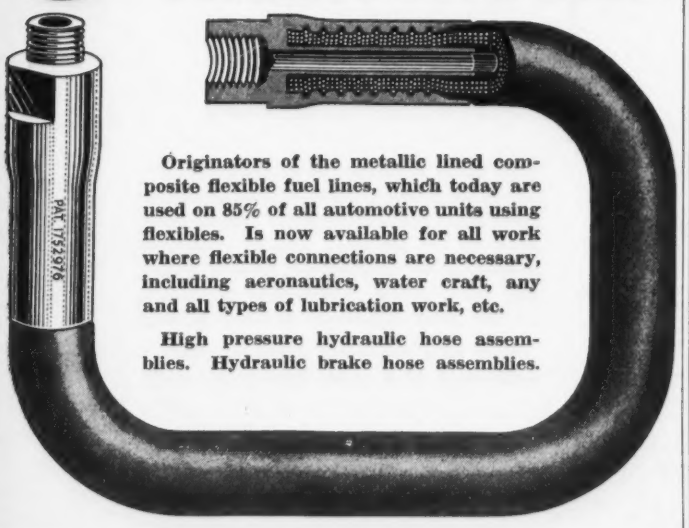

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Employment, Payrolls and Weekly Earnings

EMPLOYMENT (000)

	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	469	328	284	288	230	323	435	475	502
February	513	345	292	298	226	392	473	457	
March	519	352	308	290	199	437	481	453	
April	520	364	315	267	202	463	483	466	
May	513	372	326	271	217	461	469	472	
June	474	350	310	271	234	430	432	466	
July	461	321	291	263	265	396	405	447	
August	449	305	286	231	277	372	383	396	
September	441	296	282	201	288	326	338	364	
October	392	283	232	169	259	277	423	443	
November	320	279	232	184	228	270	465	517	
December	303	284	274	205	266	358	476	559	
Average	448	323	286	245	241	375	439	459	

WEEKLY AVERAGE PAYROLLS (000)

	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	13,539	7,672	4,896	6,359	4,353	6,587	10,422	12,075	13,640
February	17,589	9,678	7,154	6,940	3,861	9,299	12,467	10,587	
March	17,627	10,195	7,886	6,132	3,230	11,091	12,732	11,911	
April	18,031	10,624	8,252	5,628	3,861	12,139	13,236	13,766	
May	17,350	10,776	8,833	6,410	4,845	11,344	11,874	14,019	
June	15,255	9,564	7,495	5,628	5,186	9,691	10,561	13,514	
July	12,542	7,874	6,637	5,199	5,514	7,987	9,691	12,555	
August	14,725	6,473	6,397	3,912	6,296	8,643	9,110	10,523	
September	13,700	6,965	5,565	2,662	6,006	6,132	8,151	9,754	
October	12,100	6,624	5,602	2,801	5,199	5,880	11,041	12,807	
November	9,000	6,587	5,754	3,306	4,467	5,792	13,186	15,873	
December	7,500	6,448	6,410	3,823	5,199	8,631	13,097	17,123	
Average	14,080	8,290	6,740	4,896	4,833	8,605	11,293	12,870	

AVERAGE INDIVIDUAL WEEKLY EARNINGS

	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	28.87	23.39	17.24	22.08	18.93	20.39	23.96	25.42	27.17
February	34.29	28.05	24.50	23.29	17.08	23.72	26.36	23.17	
March	33.96	28.96	25.60	21.14	16.23	25.38	26.47	26.29	
April	34.68	29.19	26.20	21.08	19.11	26.22	27.40	29.54	
May	33.82	28.97	27.10	23.65	22.33	24.61	25.32	29.70	
June	32.18	27.33	24.18	20.77	22.16	22.54	24.45	29.00	
July	27.21	24.53	22.81	19.77	20.81	20.17	23.93	28.09	
August	32.80	21.22	22.37	16.94	22.73	23.23	23.79	26.57	
September	31.07	23.53	19.73	13.24	20.85	18.81	24.12	26.80	
October	30.87	23.41	24.15	16.57	20.07	21.23	26.10	28.91	
November	28.13	23.61	24.80	17.97	19.59	21.45	28.36	30.70	
December	24.75	22.70	23.39	18.65	19.55	24.11	27.51	30.63	
Average	31.43	25.67	23.57	19.98	20.05	22.95	25.72	28.04	

Odd year totals through 1931 are with those shown by the Census of Manufactures. The monthly figures and other years have been estimated by adjusting the BLS index of employment and payrolls in automobile manufacturing to the level of the Census. Conversion factor for employment is 4,027. For payrolls it is 126,180. The average individual weekly earnings have been obtained by dividing the estimated payrolls by the estimated employes, so they are not necessarily identical with the individual averages computed by the BLS directly from reports of employment and payrolls.

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Who's Who

(*Continued from Page* 137)

P. Fall, pres., sales mgr.; L. N. Bardol, pur. agt.; R. M. Hillard, adv. mgr. **Adv. Agcy.**—Bradford & Co., 1220 Madison ave., Toledo, O.

VAN CLEEF BROS., Woodlawn ave., 77th to 78th st., Chicago. Automotive rubber and chemical products. Partnership: Noah Van Cleef, M. Van Cleef, F. Van Cleef and P. Van Cleef. Felix Van Cleef, sales mgr.; C. E. Wonder, pur. agt.; Paul Van Cleef, chief engr.; H. D. Wexelberg, adv. mgr. **Adv. Agcy.**—Behel & Waldie, Chicago.

VAN DORN ELECTRIC TOOL CO., Towson, Md. Portable electric drills, screw drivers, bench grinders, portable grinders, tappers, nut runners, heat guns, sanders, polishing valve refacers, valve seat grinders and accessories. R. S. Lamb, pres.; C. A. Sacra, secy.; Frank Nagell, treas.; R. D. Black, sales mgr.; C. B. Mann, pur. agt.; J. F. Apsey jr., adv. mgr. **Det. Rep.**—J. M. Schreiner, 2818 E. Grand blvd. **Adv. Agcy.**—Van Sant, Dugdale & Co., Inc., Baltimore.

VAN NORMAN MACHINE TOOL CO., 160 Wilbraham ave., Springfield, Mass. Boring bars, milling machines, valve refacers, radius grinders, piston grinders, valve seat tools, stud pullers, brake drum lathes and grinders, reamer drives. C. E. Van Norman, pres.; F. D. Van Norman, secy.; J. Y. Scott, treas., gen. mgr.; L. F. Hurdcrup, asst. gen. mgr.; H. G. Hoglund, sales mgr. mach. tool div.; H. Bordeaux, chief engr.; H. Chapin, pur. agt.; T. W. Baush, adv. mgr. **Adv. Agcy.**—Sutherland-Abbott Co., Boston, Mass.

VELLUMOID CO., 105 Scotten ave., Detroit. Sheet packing and gaskets, all types of nonmetallic gaskets. Richard B. Stanley, pres.; R. D. Seamans, vice-pres.; Geo. C. Beals, secy.-treas.; W. W. Webster, asst. treas.; James Crothers, gen. mgr., Detroit plant; Chas. S. Livingstone, sales mgr.; Lewis Wald, pur. agt. **Det. Rep.**—Thos. F. McGuane jr. **Adv. Agcy.**—Smith & Ordway, Boston, Mass.

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W

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WATSON CO., H. S., 525 4th st., San Francisco, Calif.; Box 385, Toledo, O. Transmissions, auxiliary transmissions. H. S. Watson, prop. **Adv. Agcy.**—McCarty Co., Bendix bldg., Los Angeles, Calif.

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WELLEVER PISTON RING CO., 1701 Spellbusch ave., Toledo, O. (also Old Gold Piston Ring Co.). Piston ring: sets, oil compression, plain, skirt expander; chamfering tools, inserting tools, grooving tool, groove depth gauges, sleeves and clamps for installing rings. Albert P. Fall, pres., sales

(*Continued on Next Page*)

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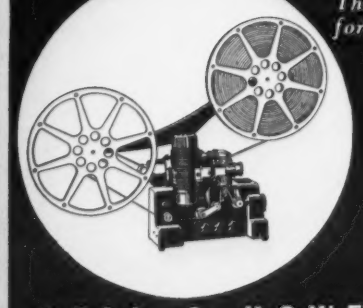

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Who's Who

(Continued from Previous Page)

mgr.; Chas. Weirich, secy.; H. Henning, treas.; G. M. Smith, chief engr.; R. M. Hillard, adv. mgr. **Adv. Agcy.**—Bradford & Co., Toledo, O.

WEST BEND EQUIPMENT CORP., 216 S. Water st., West Bend, Wis. Two and four wheel factory hand trucks, weld-bilt skid platforms, barrel stands, portable electric elevators, special material handling equipment, factory stools, chairs and tables. A. H. Klumb, pres., treas., gen. mgr.; C. E. Klumb, secy., chief engr. **Adv. Agcy.**—Morrison Advertising Agency, Milwaukee, Wis.

WESTERN AUTOMATIC MACHINE SCREW CO., Cor. Foster and Lake ave., Elyria, O. Head cap screws, nuts, studs, pins, pipe plugs and hose couplings. P. B. Gale, pres.; F. H. Bryant, secy., pur. agt.; C. H. Smith, treas.; B. C. Franklin, gen. mgr.; R. D. Oldfield, sales mgr.; R. A. Green, chief engr. **Det. Reps.**—D. H. Bryant, J. G. Wagner, 1477 Atwater st., E., Detroit.

WESTERN CHAIN PRODUCTS CO., 1807 Belmont ave., Chicago. Tire chains and emergency chains. A. W. Hill, pres., treas.; Sidney Levy, secy.; C. J. Colling, sales mgr.; W. P. Seymour, pur. agt. **Adv. Agcy.**—Ross Llewellyn, 176 W. Adams st., Chicago.

WESTERN FELT WORKS, 4115 Ogden ave., Chicago, Ill. Felt, wool, hair and jute felts, mechanical and acoustical felts, cut to size or in rolls. Henry Faurot, pres.; Henry Faurot jr., vice-pres.; W. S. Faurot, treas.; J. A. Hessler, secy., sales mgr., adv. mgr.; Charles Devine, pur. agt.; C. L. Benson, chief engr. **Det. Rep.**—V. M. Nixon, care Western Felt Works, 810 Stephenson bldg., Grand blvd. and Cass ave.

WESTINGHOUSE ELECTRIC & MFG. CO., E. Pittsburgh, Pa. Motors, controllers, electric arc welders, electric furnaces, factory and office lighting, electric generators, steam turbines, meters, electric instruments, air conditioning equipment, switch boards, electric lamps. F. A. Merrick, pres.; C. W. Pomeroy, secy.; L. W. Lyons, treas.; N. G. Symonds, vice-pres.; R. E. Hellmund, chief engr.; C. G. Bunnell, pur. agt.; R. R. Davis, adv. mgr. **Det. Rep.**—H. D. James, 5757 Trumbull ave. **Adv. Agcy.**—Fuller & Smith & Ross, Cleveland, O.

WESTINGHOUSE LAMP, Div. Westinghouse Elect. & Mfg. Co., 150 Broadway, New York. Lamps, retigon bulbs. Walter Carey, vice-pres.; D. S. Youngholm, vice-pres.; W. H. Jones, secy.; T. J. Illing, treas.; A. E. Snyder, sales mgr.; A. M. Hageman, chief engr.; A. Ciohosey, pur. agt.; J. F. O'Brien, adv. mgr. **Det. Rep.**—C. A. Conklin, 5757 Trumbull ave. **Adv. Agcy.**—Fuller, Smith & Ross, Cleveland, O.

WHEEL SERVICE EQUIP. CORP., 1718 Brush st., Detroit. Wheel press with necessary tools and adapters for complete wheel repair service, brake drum adjusting gauge, brake drum rivster. E. Connor, pres.; G. Muth, secy.-treas.; F. A. Tripp, gen. mgr., sales mgr.

WHITEHEAD STAMPING CO., 1661 W. Lafayette blvd., Detroit. Sheet metal stampings and specialties, hindview mirrors, S.A.E. standard washers. J. F. Whitehead, pres.; Geo. W. Schreck, secy. **Adv. Agcy.**—Holden Graham & Clark, Donovan bldg., Detroit.

WHITE, J. M., 1116-1134 Olive st., Philadelphia, Pa. Automotive cables. J. M. White, pres. **Det. Rep.**—W. H. Cochran, 25351 Graham rd., Redford, Detroit.

WHITE MOTOR CO., 842 E. 79 st., Cleveland, O. Trucks and buses. Robert F. Black, pres.; W. S. Searles, secy.; Robert C. Lee, treas.; Frank M. Bender, gen. mgr.; J. N. Bareman, sales mgr.; Roy Spiller, chief engr.; Frank Webster, pur. agt.; Stanley P. Seward, adv. mgr. **Det. Rep.**—E. A. Grondel, 2950 12th st. **Adv. Agcy.**—D'Arcy Adv. Co., Cleveland, O.

(See Display Advertising Index)

WHITNEY CHAIN & MFG. CO., 237 Hamilton st., Hartford, Conn. Roller and silent chains, sprockets, machine keys. C. E. Wertman, pres.; W. H. Whitney, vice-pres., treas.; C. A. Gray, vice-pres. in chge. of prod.; A. S. Basten, vice-pres. in chge. of sales; P. C. Boyd, asst. treas.; W. J. Belcher, chief engr.; R. J. Ferguson, pur. agt.; E. N. Bidwell, adv. mgr. **Det. Rep.**—R. A. Follensby, 2-240 General Motors bldg.

WICKES BROS., 512 N. Water st., Saginaw, Mich. Crankshaft turning lathes, broaching lathes, manufacturing lathes, engine lathes, plate working tools and blue printing machines. H. R. Wickes, vice-pres.; F. H. Payne, secy.-treas., pur. agt.; Carl Bintz, sales mgr. **Det. Rep.**—D. E. Morand Machinery Co., 6505 Grand River ave.

WICKWIRE SPENCER STEEL CO., 41 E. 42nd st., New York. Starter spring for Bendix drive, spring wire, brake strand cable, top netting. E. C. Bowers, pres.; G. H. Creveling, secy.; R. L. Foster, gen. sales mgr.; A. G. Bussmann, sales mgr.; F. C. Yeates, pur. agt.; K. A. Zollner, adv. mgr. **Det. Rep.**—Craine Schrage, Inc., 6189 Hamilton ave. **Adv. Agcy.**—E. M. Frystadt Associates, Inc., 570 Lexington ave., New York.

WIEDMAN BODY CO., Felton and Henrys sts., N. Tonawanda, N. Y. Coach trailers. Geo. Wiedman prop.

WM. WIESE & CO., Inc., 234 W. 56th st., New York. Automobile upholstery fabrics. Wm. Wiese, pres., treas.; M. V. Wiese secy., sales mgr.; Chester Wiese, gen. mgr **Det. Rep.**—Getsinger-Fox Co., 302 Stephenson bldg.

WILCOX-RICH DIV. OF EATON MFG. CO., 9771 French rd. Detroit, Mich., Valves, tappets, valve seat inserts. R. H. Daisley, gen. mgr.; F. H. Mott, sales mgr., adv. mgr.; V. C. Young, chief engr.; L. F. DeLargey, pur. agt. **Adv. Agcy.**—Holden Graham & Clark, Detroit, Mich.

WILKENING MFG. CO., 2000 S. 71st st., Philadelphia, Pa. Piston rings, valve-stem packings, piston expanding machine, piston

(Continued on Next Page)

Trailer Registrations, 1929-1936

Includes Passenger Car Trailers

(Figures from U. S. Bureau of Public Roads)

States	1929	1930	1931	1932	1933	1934	1935	1936
Alabama	3,024	3,550	3,279	3,948	4,007	4,671	5,586	4,634
Arizona	1,249	1,346	1,623	1,765	1,989	2,313	2,835	3,302
Arkansas	2,808	2,805	3,745	3,118	6,887	7,950	9,398	10,253
California	42,899	48,532	55,024	61,870	72,696	82,110	95,233	112,088
Colorado	159	158	238	563	832	948	968	1,491
Connecticut	324	480	926	1,384	1,816	2,370	3,092	4,226
Delaware	389	412	517	619	912	1,356	1,863	2,227
Florida	900	5,000	6,751	7,522	9,567	9,886	11,256	13,472
Georgia	2,597	2,704	3,317	4,021	5,836	9,293	10,823	11,903
Idaho	485	450	7,558	9,924	10,039	11,733	12,925	16,141
Illinois	5,068	7,341	9,283	8,950	9,228	10,720	14,489	18,168
Indiana	10,407	13,646	19,169	23,570	27,996	34,425	43,013	52,601
Iowa	528	1,542	3,207	2,833	2,416	44,477	50,244	[10]58,462
Kansas	360	1,083	1,778	2,014	3,847	3,733	4,045	5,070
Kentucky	[6]	[6]	[6]	[6]	[7]	[7]	[8]	[11]
Louisiana	3,000	5,443	5,670	5,624	6,957	6,528	9,196	12,038
Maine	1,652	2,207	3,053	4,195	5,893	[7]5,578	8,464	[12]9,124
Maryland	876	1,008	1,128	1,327	1,383	1,434	1,750	3,224
Massachusetts	556	701	650	525	525	752	507	10,488
Michigan	31,577	44,441	61,932	77,437	78,998	92,184	102,975	119,771
Minnesota	4,783	9,541	18,291	21,839	19,648	24,707	24,260	26,567
Mississippi	4,521	3,890	2,560	2,594	850	707	809	1,294
Missouri	2,686	3,742	5,469	10,008	13,110	18,024	22,550	26,821
Montana	.....	56	59	61	483	506	2,256	1,829
Nebraska	6,515	10,320	15,737	13,531	14,727	18,640	20,461	26,273
Nevada	273	330	411	646	651	910	847	1,060
N. Hampshire	635	935	1,137	1,448	1,922	2,354	3,173	3,952
New Jersey	2,424	2,639	2,916	2,863	3,162	3,734	4,431	5,645
New Mexico	509	850	778	591	983	918	889	2,044
New York	8,252	10,205	12,596	13,796	13,545	17,417	23,451	20,251
No. Carolina	3,584	5,845	8,118	7,774	13,012	20,649	29,389	35,857
No. Dakota	.....	[4]	[4]	39	143	263	215	517
Ohio	13,000	[4]24,356	32,717	45,588	61,156	73,287	95,216	103,308
Oklahoma	.....	[4]	[4]	[4]	4,184	5,420	6,452	6,960
Oregon	1,308	1,893	2,168	1,706	[1]1,750	[1]1,276	3,558	[7]
Pennsylvania	5,067	5,684	6,307	7,835	10,139	13,642	19,732	24,737
Rhode Island	87	90	84	88	92	147	216	372
So. Carolina	2,048	2,076	2,100	2,041	1,764	1,919	2,759	3,320
So. Dakota	.....	[7]	4,994	8,852	5,695	10,128	12,568	19,349
Tennessee	[7]	[7]	2,696	3,294	2,982	2,991	836	[13] [7]
Texas	16,260	29,853	33,861	35,113	36,073	36,978	38,262	41,660
Utah	.....	[7]	767	879	437	1,359	1,226	1,066
Vermont	280	315	457	519	683	964	1,321	1,464
Virginia	966	1,318	1,582	1,673	1,906	[2]2,500	3,694	6,359
Washington	2,986	3,147	3,000	4,543	4,849	5,470	7,776	12,122
West Virginia	725	928	1,270	1,785	2,094	1,084	2,189	2,721
Wisconsin	497	715	1,007	1,066	2,503	8,466	7,610	4,736
Wyoming	.....	[4]	[4]	[4]	[9]	5,398	7,279	8,542
Dist. of Col.	.....	.....	.....	607	1,112	1,169	1,377	1,843
Totals	193,044	262,507	349,930	412,998	475,559	615,315	733,414	869,359

2—Light trailers only. Heavy trailers reported with trucks. 3—Contract and common carrier trailers reported with trucks. 4—Estimated and excluded from motor trucks as reported. 5—Reported with tractors, but here separated as per semi-annual report. 6—Not registered. 7—Classified with trucks. 8—Not reported. 9—Estimated. 10—Includes 53,551 light trailers registered without charge. 11—Trailers of 1,000-pound capacity or more prohibited on highways, although permitted in cities under city licenses. Tractors, semi-trailers registered as trucks. Light trailers permitted but not registered. 12—Includes light trailers and commercial semi-trailers. Commercial full trailers registered with trucks. 13—Trailers for passenger vehicles only. Freight trailers registered with trucks.

Rural State Highway Mileages by States as of Jan. 1, 1937

State	Mileage of rural primary State roads	Mileage with low-type surfacing	Mileage with high-type surfacing	Mileage unsurfaced
Alabama	6,256	2,852	1,203	2,201
Arizona	3,038	2,224	221	593
Arkansas	8,938	5,911	1,687	1,340
California	12,616	5,784	5,702	1,130
Colorado	3,559	2,495	456	608
Connecticut	2,446	1,211	1,146	89
Delaware	1,659	405	1,254	...
Florida	11,689	6,012	1,177	4,500
Georgia	9,146	2,972	2,335	3,839
Idaho	4,753	3,185	192	1,376
Illinois	10,204	17	10,016	171
Indiana	9,304	3,924	4,588	792
Iowa	8,278	3,620	4,375	283
Kansas	9,095	5,115	1,468	2,512
Kentucky	8,238	5,763	1,686	789
Louisiana	4,446	2,243	2,099	104
Maine	2,435	1,709	642	84
Maryland	3,871	1,793	2,078	...
Massachusetts	1,706	150	1,556	...
Michigan	8,431	4,203	3,529	699
Minnesota	10,926	7,882	2,539	505
Mississippi	3,940	2,999	715	226
Missouri	8,156	4,105	3,860	191
Montana	5,131	3,991	87	1,053
Nebraska	10,547	6,074	874	3,599
Nevada	2,688	2,273	50	365
New Hampshire	1,464	1,023	441	...
New Jersey	1,409	41	1,307	61
New Mexico	10,095	3,478	116	6,501
New York	13,911	2,152	10,364	1,395
North Carolina	10,799	6,118	3,908	773
North Dakota	7,338	6,178	42	1,118
Ohio	12,203	5,410	6,724	69
Oklahoma	7,640	3,861	2,621	1,158
Oregon	4,610	2,474	1,596	540
Pennsylvania	12,974	5,309	6,775	890
Rhode Island	1,019	196	483	340
South Carolina	5,996	3,237	2,375	384
South Dakota	5,959	4,873	228	858
Tennessee	7,181	4,016	2,669	496
Texas	20,461	8,970	6,007	5,484
Utah	4,694	2,409	308	1,977
Vermont	1,765	1,313	429	23
Virginia	9,122	6,319	1,559	1,244
Washington	3,542	2,104	1,227	211
West Virginia	4,670	1,834	2,253	583
Wisconsin	9,982	5,022	4,523	437
Wyoming	3,537	3,033	35	469
TOTAL	331,867	168,282	111,525	52,060

Rubber Tire Shipments

(Figures estimated by the Rubber Manufacturers Assn., Inc.)

	Number of Units			
	1933	1934	1935	1936
High Pressure Casings	5,256,100	5,272,853	4,014,650	3,707,685
Balloon Casings	38,837,611	41,413,699	44,168,479	41,136,134
Solids and Cushions*	158,738	192,940	274,837	369,499
Inner Tubes	33,390,590	43,045,494	46,067,906	44,245,700

*Includes Industrial Truck, Tractor and Trailer Tires.

Who's Who

(Continued from Previous Page)

skirt expanders, piston ring compressors, piston groove depth gauge, micrometers (piston ring), piston groove cleaning and beveling tool, piston ring installation tools. F. W. Wilkening, pres.; G. L. Briggs, vice-pres., sales and adv.; W. S. Loeb, vice-pres., prod.; H. E. Gerstley, treas.; E. C. Chatfield, sales mgr.; F. Solis-Cohen, pur. agt.; Paul Friend, chief engr.; W. A. Kirkpatrick, adv. mgr. **Det. Rep.**—Warren K. Lee, Lexington bldg. **Adv. Agcy.**—Behel & Waldie, Daily News Plaza, Chicago, Ill.

WILLARD STORAGE BATTERY CO., 246-286 E. 131st st., Cleveland, O. Storage batteries. R. C. Norberg, pres.; C. H. Gibney, secy.; I. K. Schnaitter, treas.; S. W. Rolph, gen. mgr.; F. G. Teufel, sales mgr.; W. L. Reinhardt, chief engr.; F. L. Kulow, pur. agt.; B. A. Broughton, adv. mgr. **Det. Rep.**—E. B. Reeser, 5046 Cass ave. **Adv. Agcy.**—Meldrum & Fewsmith, Inc., Cleveland, O.

WILLIAMS, J. H., & CO., 75 Spring st., New York. Drop-forged wrenches (carbon and alloy), detachable socket wrenches and attachments, tool holders, machinists' tools, chain pipe vises and special drop-forgings made to customers' designs. J. Harvey Williams, pres., treas.; A. D. Armitage, vice-pres.; Hugh Aikman, secy.; J. C. Scanlon, sales mgr. special forgings; E. J. Wilcox, sales mgr. tools; J. P. O'Brien, pur. agt.; W. C. Kress, chief engr.; Hugh Aikman, adv. mgr. **Det. Rep.**—A. C. Nuth, special forgings, Buffalo, N. Y.; V. E. Nagle, tools, 17505 Stoepel, Detroit. **Adv. Agcy.**—Picard Advertising, Inc., New York, N. Y.

WILLOUGHBY CO., Dwyer ave., Utica, N. Y Custom bodies. Regularly make custom bodies for Lincoln div. Ford Motor Co., special bodies for Duesenberg, Inc., Pierce-Arrow, Packard, etc. Francis D. Willoughby, pres.; James F. Hubbell, secy.-treas.

WILLYS OVERLAND MOTORS, Inc., Wolcott blvd., Toledo, O. Automobiles. D. R. Wilson, pres.; George W. Ritter, secy.; John Shotwell, asst. treas.; N. A. Beardsley, gen. sales mgr.; F. H. Fenn, sales prom. mgr.; W. E. England, chief engr.; George H. Bancroft, pur. agt. W. T. E. MacGuckin, adv. mgr. **Adv. Agcy.**—United States Adv. Corp., Toledo, O.

(See display advertising index)

WILSON BODY CO., 613 Water st., Sioux City, Ia. Bodies and semi-trailers. F. T. Wilson, pres., gen. mgr.; C. A. Persinger, secy., treas., sales mgr.

H. A. WILSON CO., 105 Chestnut st., Newark, N. J. Thermometal (thermostatic bi-metal), contact points. H. A. Wilson, pres.; Henry Herrman, mgr. thermometal dept.; A. N. Rohr, elec. dept.; F. Matzenbacher, pur. agt.; Judson Strong, adv. mgr. **Det. Rep.**—G. H. Brown, 916 New Center bldg.

(See display advertising index)

WILSON, K. R., (not Inc.), 10-16 Lock st., Buffalo, N. Y. Garage equipt. and tools for Ford repair shops. A. H. Drummond, sales mgr., pur. agt.; Grant F. Silliman, chief engr.; K. R. Wilson, adv. mgr. **Det. Rep.**—Geo. J. Dietz, 16249 LaSalle ave. **Adv. Agcy.** Warman & Hall, Inc., Buffalo, N. Y.

WILTON WOOLEN CO., Wilton, Me. Automobile fabrics, channel cloth, textiles. Geo. F. Goodspeed, pres., treas.; Roy P. Gifford, secy.; Geo. L. Hunt, gen. mgr., vice-pres.; Frederick C. Keller jr., dist. mgr. **Det. Rep.**—Frederick Keller jr., 645 New Center bldg.

(See Display Advertising Index)

WINN TRAILER CORP., Lapeer, Mich. Heavy duty truck trailers, fifth wheels, landing gears. S. B. Winn, pres.

WINTON ENGINE CORP., Cleveland, O. (Div. of General Motors Corp.) G. W. Codrington, gen. mgr.; W. J. Ward, adv. mgr.; F. C. Erdman, sales mgr. (marine); C. D. Salisbury, chief engr.; A. L. Cash, pur. agt.

WISCONSIN ALUMINUM FOUNDRY CO., Inc., 16th and Franklin sts., Manitowoc, Wis. Steam pressure cookers, automatic can sealers, canning supplies, aluminum and brass castings. Abe Schwartz, pres., gen. mgr.; Wm. Eck, secy., sales mgr., adv. mgr.; Meyer Schwartz, treas., pur. agt.; Alvin Loeffler, chief engr.

WISCONSIN AUTOMOTIVE TRADES ASSN., 524 Brumder bldg., Milwaukee, Wis. Officers: Ralph A. Hult, Madison, pres.; William C. Dicke, Manitowac, 1st vice-pres.; Frank H. Applegate, Racine, 2nd vice-pres.; James B. King, Milwaukee, secy.-treas. Executive Committee: William C. Dicke, chrmn.; Frank H. Applegate, Leslie A. Bailey, Harold O. Hornburg, Ralph A. Hult, James B. King, Read E. Widrig, Louis Milan, exec. secy.

WISCONSIN MOTOR CORP., 1910 S. 53rd st., Milwaukee, Wis. Air-cooled and water-cooled gasoline engines. H. W. Schnetzky, pres.; H. A. Todd, secy.; H. M. Cronk, sales mgr.; A. F. Milbrath, chief engr.; H. Thorkildsen, pur. agt.

WITHERBEE STORAGE BATTERY CO., 3400 Janney st., Philadelphia, Pa. Wet storage batteries. W. F. Price, pres.; T. A. Larkin, secy.-treas.; R. E. Hoeltzel, sales mgr.; A. Andreason, pur. agt., adv. mgr.; G. S. Biles, chief engr. **Adv. Agcy.**—Byren, Weil & Weston, Philadelphia, Pa.

WITTEK MFG. CO., 4307-09 W. 24th pl., Chicago. Hose clamps, roll feeds for punch presses, reel stands, metal stampings. Jos. Wittek, pres.; Ben A. Tetzlaff, secy.-treas., gen. mgr. **Adv. Agcy.**—Ross Llewellyn, Chicago.

WOHLERT CORP., 700 E. Grand River Ave., Lansing, Mich. Replacement parts, starter gears, crankshafts, cylinder heads and allied parts. Fred Wohlert jr, pres. and gen. mgr.; C. B. Wieber, secy.-treas.; Walter F. Patenge, sales and adv. mgr.; Arthur Reiser, chief engr.; A. N. Snyder, pur. agt. **Adv. Agcy.**—Sales Promotion Counsel, 230 N. Washington, Lansing, Mich.

WOLVERINE FURNITURE CORP., Schoolcraft, Mich. Trailer coaches. C. B. Grames, pres., genl. mgr.; Kenneth O'Dell, vice-pres.; V. D. Weaver, sec'y.; B. L. Grames, treas. chief engr.; Eric Langlands, sec'y.-treas.

WOLVERINE GASKET CO., INC., 3530-36 W. Fort st., Detroit. Gaskets, sheet material mfg., die cutting and stampings, punchings. Robert L. Kreuz, pres.; G. F. Metelski, secy., treas., pur. agt.; R. Kreuz, sales mgr.; H. Mason, chief engr. **Det. Rep.**—H. V. Wood. 3530 W. Fort st.

WOLVERINE TOOL CO., 1480 Woodbridge st., E., Detroit. Manufacturer of tools, jigs, fixtures, machinery parts and details. Otto Grenzke, pres., treas., adv. mgr.; Theodore Gabert, secy.; E. Weg, gen. mgr., pur. agt.; Fred Fauser, sales mgr.; J. Hurner, chief engr. **Det. Rep.**—Otto Grenzke, 1480 Woodbridge st., E.

WOOD, FRANK N. CO., 316 Caswell bl., Milwaukee, Wis. Commutator refinisher, mica undercutter., tailstock rest, universal drive chuck. Frank N. Wood, pres., secy., treas., gen. mgr., sales mgr., adv. mgr. **Adv. Agcy.**—Advertisers' Service, Inc., Milwaukee, Wis.

WOODWORTH SPECIALTIES CO., 121-125 Montgomery st., Binghamton, N. Y. Tire chains, chain adjusters, auto jacks (bumper), spring covers for leaf springs. C. B. Woodworth, mgr.; R. R. Woodworth, secy.; J. W. West, sales mgr.; R. A. Woodworth, chief engr. **Det. Rep.**—N. E. MacEwan, 4-155 General Motors bldg.

WORLD BESTOS CORP., 52 Courtland st., Paterson, N. J. Brake linings, brake blocks. C. P. Brockway, pres., gen. mgr.; F. J. Flynn, sales mgr.; Wm. Nanfeldt, chief engr.; R. H. Ellwood, pur. agt. **Det. Rep.**—R. S. Crotty, 5842 W. Grand blvd. **Adv. Agcy.**—U. S. Advertising Corp., 250 W. 57th st., New York City.

WORTHINGTON PUMP and MACHINERY CORP., Worthington ave., Harrison, N. J. Oil and gasoline pumps and meters, grease meters. Harry C. Beaver, pres.; C. N. Barney, secy.-treas.; C. E. Searle, sales mgr.; C. Reynell, pur. agt.; F. A. Pope, adv. mgr.; D. S. Gibson, mgr. automotive sales div. **Det. Rep.**—W. J. Daly, 2824 Grand blvd. **Adv. Agcy.**—E. M. Freystadt Assoc., 570 Lexington ave., New York, N. Y.

WRIGHT MFG., Div. American Chain & Cable Co., Inc., E. Princess and Charles sts., York, Pa. Hoisting equip. for auto service stations, differential hoists, screw hoists, spur-geared hoists. W. B. Lashar, chmn. of brd.; W. T. Morris, pres.; W. M. Wheeler, secy.; W. F. Wheeler, exec. vice-pres., treas.; A. P. Van Schaick, vice-pres. in chge sales; C. B. Valt, sales mgr.; C. G. Williams, vice-pres. in chge. pur.; J. O. Lashar, adv. mgr. **Adv. Agcy.**—Reincke-Ellis-Younggreen & Finn, Inc., Chicago.

WROUGHT WASHER MFG. CO., 2216 S. Bay st., Milwaukee, Wis. Standard washers, special washers, riveting washers, expansion plugs, stampings, tools and dies, special machinery. Fred C. Doepke, pres.; Wm. F. Disch, secy., treas., sales mgr.; Eugene Caldwell, gen. mgr.; C. R. Dowdy, chief engr.; Chas. H. Disch, pur. agt. and vice-pres.; Chas. G. Crabb, adv. mgr.

WUBCO BATTERY CORP., Niagara Falls, N. Y. Storage batteries. G. H. Souther, pres.; A. A. MacLean, vice-pres.; G. M. Craig, treas.; G. H. Souther, secy.; H. A. Harvey, sales mgr. serv. station div.; A. R. Reid, chief engr.; G. H. Doherty, pur. agt.; E. D. Glauque, adv. mgr. **Det. Rep.**—W. W. Pennington, 6154 Hamilton ave. **Adv. Agcy.**—Warman & Hall, Inc., Buffalo, N. Y.

(Continued on Page 143)

Gilmore Yosemite Economy Run

Jan. 7, 1937—Sanction No. 3358—Length of Course—352 Miles
Awards were made on the basis of average ton miles per gallon

Class	Make	Type	Weight	No. & Wt. Passengers Carried	Tot. Gas Used	Tot. Oil Used	Tot. Water Used	Avg. Ton Miles Per Gal.	Avg. Miles Per Gal.	Avg. Miles Per Hr.
1-A	Willys 4	Sedan	3,485	5-944	12.5	..	2	49.2	28.16	31.81
2-A	Willys 4	Sedan	3,404	5-892	12.9	..	..	46.4	27.29	32.10
*-A	Willys 4	Sedan	3,422	5-874	14.2	..	..	42.4	24.79	35.68
1-B	Chevrolet Sport Master 6	Sedan	4,300	5-1058	18.1	..	..	41.8	19.45	33.90
2-B	Plymouth 6	Touring Sedan	3,982	5-826	16.9	..	..	41.5	20.83	33.79
1-C	Terraplane 6	4-Door Sedan	4,400	5-1096	16.0	..	..	48.4	22.00	33.57
2-C	Pontiac 6	4-Door Sedan	4,400	5-854	16.3	..	..	47.5	21.60	31.15
3-C	De Soto	Sedan	4,502	5-1020	17.4	..	2½	45.5	20.23	34.57
4-C	Nash 400 Lafayette 6	Trunk Sedan	4,380	5-805	17.2	..	..	44.8	20.47	33.63
1-D	Graham 6	Sedan	4,245	5-904	14.3	..	..	52.246	24.62	32.69
2-D	Pontiac 8	4-Door Sedan	4,500	5-818	19.2	..	**	41.3	18.33	31.62
3-D	Oldsmobile 6	2-Door Sedan	4,340	4-724	19.0	..	..	40.2	18.53	34.17
1-E	Graham 6	Sedan	4,460	5-926	14.7	..	..	53.40	23.95	31.90
2-E	Hudson 8	Sedan	4,600	5-1020	15.5	..	..	52.232	22.71	32.64
3-E	Chrysler Royal 6	Touring Sedan	4,480	5-962	15.9	..	..	49.59	22.14	33.52
4-E	Nash Ambassador 6	Trunk Sedan	4,380	5-749	16.3	..	..	47.3	21.60	31.11
5-E	Packard 6	Touring Sedan	4,480	5-924	17.7	..	..	44.5	19.89	31.15
6-E	Oldsmobile 8	4-Door Sedan	4,780	5-880	20.5	..	..	41.0	17.17	34.17
1-F	Nash Ambassador 8	Trunk Sedan	4,880	5-856	17.3	..	2	49.65	20.35	32.10
2-F	Chrysler Imperial 8	4-Door Sedan	4,900	5-1058	18.1	..	..	47.6	19.45	34.46
3-F	Lincoln Zephyr 12	4-Door Sedan	4,620	5-810	19.5	..	..	41.7	18.05	34.29
1-G	Packard 8	Touring Sedan	4,836	5-908	19.5	..	..	43.6	18.05	31.52
1-G	Cord 8	Sedan	5,000	5-872	19.3	..	..	45.6	18.24	34.80
2-G	Chrysler Airflow 8	Touring Sedan	5,580	5-956	22.5	..	..	43.6	15.64	30.34

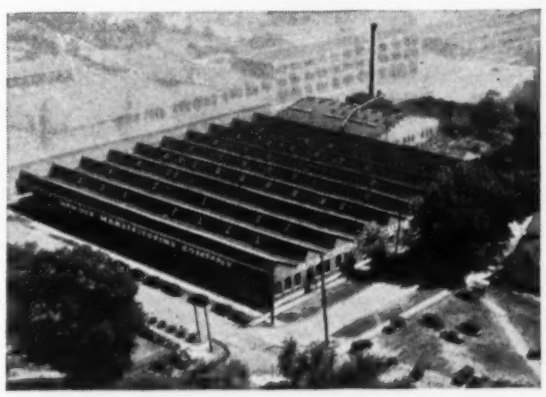
*****SWEEPSTAKES WINNERS**

Position	Class	Make	Average Ton Miles Per Gallon
1	E	Graham 6 (supercharged)	53.40
2	D	Graham 6	52.246
3	E	Hudson 8	52.232

*Disqualified—took wrong road.
**Radiator froze on ridge—drained and filled.
***Had Sweepstakes Winners used either water or oil they would have been penalized two points for each pint of water and ten points for each pint of oil consumed.
NOTE: Gasoline recorded in gallons, water in pints. The weight includes weight of car, five passengers, stock kit of tools, one set of chains and an allowance for 100 pounds of baggage.

Precision Manufacturers

OF AUTOMOTIVE DOOR LOCKS AND SPECIALTIES FOR 31 YEARS



Most Modern Equipped Plant for its Purpose in the Industry

● Thirty-one years as suppliers of door locks, automotive parts and specialties to the automobile industry. That is an enviable record and one of which we are justifiably proud.

Since the 1937 cars were announced last fall, one out of every three cars manufactured in the United States and Canada has been equipped with Hancock precision-made products. That they offer complete satisfaction is best proven by the fact that the new Hancock Rotor Door Lock has enabled manufacturers to describe their car doors as *"the safest doors in the world."*

Our factory engineers, the ablest engineering counsel obtainable, have been most successful in solving many perplexing problems for automobile manufacturers. Let us help you solve yours. Phone us, or better still, call at the factory for a consultation.

HANCOCK MANUFACTURING CO., JACKSON, MICHIGAN
Detroit Phone to Factory CHerry 2326 — Jackson Phone Jackson 8148

HANCOCK

AUTOMOTIVE PARTS MAKERS SINCE 1906

Udylite

SUPPLIES & EQUIPMENT FOR EVERY PLATING & POLISHING NEED

Whatever your metal finishing requirements may be, it will pay you to refer them to Udylite. Consultation with Udylite engineers may reveal opportunities to reduce costs or improve finishing results. This cooperative service is yours without charge or obligation. Just write to the Udylite branch office nearest you. Your inquiry will receive prompt attention.

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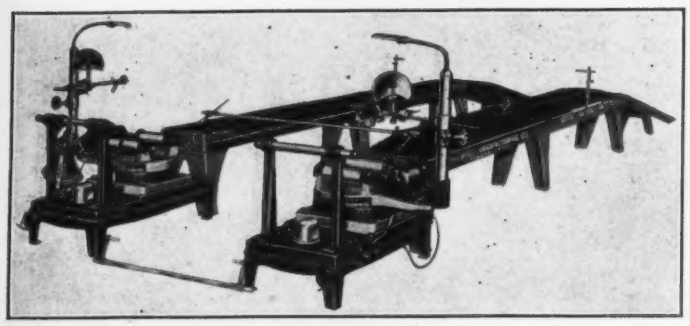
THE UDYLITE COMPANY
1651 E. Grand Blvd., Detroit, Mich.
New York 30 E. 42nd St. Chicago 1943 Walnut St. Cleveland 3756 Carnegie Ave. San Francisco 114 Sansome St.

STEER-O-MASTER



Equipment with Precision and Speed

● DYNAMIC WHEEL BALANCER
● BRAKE SERVICE EQUIPMENT

RIESS MANUFACTURING CO.
KOKOMO, IND. - - - NEW YORK CITY, 123 W. 64th St.

Standard Equipment

Fleet owners who know their costs make Handy Governor standard equipment. Manufacturers build it into their trucks, tractors and even passenger cars. For Handy was the Governor pioneer. And Handy engineering and research have produced almost every improvement in Governor design.

Today's Handy Vari-Speed Governor adjusts—and seals or locks—to give you any governed speed you want. There's even a Handy model that adjusts and locks from your dash.

Handy Perfection Oil-Wash Air Cleaner is self-cleaning and perpetually efficient.

Handy Oil Conditioner keeps motor oil forever fresh.

Governor, Air Cleaner and Oil Conditioner—by Handy—protect engines, safeguard life and property, and promote profits for their owners throughout the civilized world.

PROTECTION HANDY ECONOMY

HANDY GOVERNOR CORPORATION
Detroit

(World's Largest Builder of Automotive Governors and Protective Devices)

HANDY *Vari-Speed* GOVERNOR

Retail Trade—Number of Establishments

(Final 1935 Census in U. S.)

STATE	Motor Vehicle Dealers (New)	Used Car Dealers	Accessories, Tire and Battery Dealers	Garages	Other Automotive	Total Automotive Group	Filling Stations	Total All Businesses
Alabama	297	22	137	816	10	1,282	3,052	22,167
Arizona	120	27	45	275	4	471	827	5,214
Arkansas	285	14	97	639	7	1,042	2,600	18,292
California	1,581	992	1,146	5,204	127	9,050	12,724	100,874
Colorado	358	62	149	769	13	1,351	2,266	14,273
Connecticut	407	101	281	838	22	1,649	2,405	24,464
Delaware	58	7	26	133	2	226	505	4,390
District of Columbia	90	31	56	131	10	318	429	6,472
Florida	376	67	198	757	25	1,423	4,257	24,330
Georgia	502	41	213	955	11	1,722	4,507	31,310
Idaho	202	9	42	310	1	564	956	5,863
Illinois	1,712	193	751	3,505	54	6,215	9,385	98,538
Indiana	1,006	111	460	2,153	23	3,753	6,059	42,471
Iowa	1,105	96	453	2,211	21	3,886	6,057	38,979
Kansas	806	78	377	1,680	9	2,950	4,960	27,433
Kentucky	515	25	129	1,147	6	1,822	2,708	29,286
Louisiana	276	21	87	574	12	970	2,379	23,189
Maine	275	43	65	830	16	1,229	1,539	12,766
Maryland	327	34	163	834	19	1,377	1,688	23,349
Massachusetts	865	128	529	1,930	28	3,480	4,810	55,536
Michigan	1,373	342	573	2,142	49	4,479	8,722	61,962
Minnesota	1,009	60	427	2,014	20	3,530	5,510	37,495
Mississippi	295	2	50	408	—	755	1,965	15,136
Missouri	819	173	483	2,346	37	3,858	7,400	50,927
Montana	259	10	83	454	3	809	927	7,944
Nebraska	580	44	239	1,109	4	1,976	3,099	19,099
Nevada	50	3	13	94	1	161	211	1,709
New Hampshire	176	22	54	428	9	689	973	7,225
New Jersey	732	151	547	2,110	43	3,583	5,249	67,798
New Mexico	114	6	42	202	2	366	827	4,812
New York	2,170	393	1,371	5,903	137	9,974	12,551	204,511
North Carolina	573	23	144	808	5	1,553	6,485	29,462
North Dakota	283	7	100	555	2	947	1,253	9,019
Ohio	1,957	366	1,006	3,965	78	7,372	12,152	93,268
Oklahoma	550	97	330	1,288	10	2,275	5,354	26,022
Oregon	308	75	126	829	7	1,345	2,277	15,352
Pennsylvania	2,230	180	1,100	4,610	80	8,200	11,636	129,719
Rhode Island	127	34	89	304	6	560	820	9,095
South Carolina	294	36	88	490	5	913	2,736	16,686
South Dakota	325	12	107	604	3	1,051	1,572	9,618
Tennessee	405	38	152	975	9	1,579	3,148	27,445
Texas	1,403	298	805	3,593	45	6,144	12,221	71,206
Utah	139	16	56	274	2	487	887	5,839
Vermont	143	8	23	332	1	507	632	4,958
Virginia	550	17	144	897	12	1,620	3,892	26,757
Washington	492	96	199	1,199	37	2,023	3,628	25,086
West Virginia	385	15	122	690	14	1,226	2,186	18,975
Wisconsin	1,238	119	426	1,766	30	3,579	4,643	44,154
Wyoming	152	6	40	163	—	361	499	3,486
TOTAL	30,294	4,751	14,343	66,243	1,071	116,702	197,568	1,653,961

Term "Automotive Group" includes automotive, petroleum and related trade establishments.
Source: Basic information obtained from the U. S. Department of Commerce, Bureau of Census.

Average Employment and Earnings of Workers in Automobile, Body and Parts Plants

Year	Employment (Thousand Persons)	Payrolls (Million Dollars)	Year	Employment (Thousand Persons)	Payrolls (Million Dollars)
1919*	343	$491	1928	435	$747
1920	355	592	1929*	447	733
1921*	213	319	1930	323	431
1922	290	431	1931*	286	351
1923*	405	660	1932	244	255
1924	377	594	1933*	244	252
1925*	426	714	1934	381	447
1926	422	688	1935	445	676
1927*	369	613	1936	460	676

*U. S. Census of Manufactures. Other years have been estimated by adjusting the Bureau of Labor Statistics monthly indices of employment and payrolls to the Census of Manufactures.

"The Trailer Twins"

LEATHERETTE CLEANER POLISH
PLYWOOD CLEANER POLISH

An individual cleaner polish developed and processed by Great Lakes engineers for each individual problem.

Trailer Glo leatherette cleaner polish is recommended by the leading leatherette manufacturers. Both products are used by trailer manufacturers, trailer repair establishments and trailer owners everywhere.

Trailer dealers and distributors can be Trailer Glo dealers and distributors.

GREAT LAKES CHEMICAL CO.
MT. CLEMENS, MICH.

Automobile Factory Employment, Payrolls, and Related Data

Auto, Body, and Parts Mfg. Industry in U. S. Only
U. S. Census Data, except as noted

	Industry Aggregates				Individual Factory Worker Averages				Av. Wh'lsl. Value per Vehicle
	Vehicles Produced Number (000)	Vehicles Produced Wholesale Value[1] (000,000)	Factory Worker Average Employment (000 Omitted)	Factory Worker Annual Payroll (000 Omitted)	Weekly Earnings[2]	Cost of Living[3]	Real Wages in Terms of 1936[5]	Hourly Av'ge[4]	
1925..	4,266	$2,917	426,110	$713,931	$32.22	101.4	$25.32	70c	$684
1929..	5,359	3,413	447,448	733,083	31.51	98.2	25.55	73	637
1931..	2,390	1,374	285,515	350,526	23.61	85.3	22.05	..	575
1933..	1,920	949	243,614	252,106	19.90	71.3	22.25	61	494
1935..	3,947	2,089	445,000	588,000	25.41	77.6	26.10	74	529
1936..	4,454	2,405	460,000*	676,000*	28.26	79.7	28.26	77	540

[1]Compiled annually by Automobile Manufacturers' Assn.

[2]Annual payroll divided by 52 multiplied by average weekly employment in which full-time and part-time workers are counted alike.

[3]Special index prepared by U. S. Bureau of Labor Statistics for 14 automotive cities. 1923-25 = 100.

[4]From U. S. Bureau of Labor Statistics; the 1925 and 1929 data come from special studies made in 1925 and 1928; the 1933, 1935, and 1936 figures are an average of the regular monthly reports in those years.

[5]Weekly earnings adjusted to the purchasing power of a dollar in 1936.

*From the March, 1937, Monthly Labor Information Bulletin of the U. S. Department of Labor.

SIGN PAINTING MADE EASY WITH LETTER PATTERNS!

You can paint appealing and attractive signs right now, even though you have never handled a brush before. This is a most practical method, which requires no lesson. You merely trace around letters with pencil, fill in color with brush and there you have the splendid completed sign. Merely get the patterns. You can easily do the rest. Each letter is cut from durable stencil board with smooth edges which allows for rapid outlining. They cost very little compared to what they save you. Besides saving you money, they will make certain that you have the sign when you want it.

Price Per Alphabet of 26 Letters
1½ in. 60c 2 in. 70c 3 in. 85c
4 in. $1.10 6 in. $1.75 8 in. $2.50
Price Per Set of 10 Numerals—1-0
1½ in. 25c 2 in. 30c 3 in. 35c
4 in. 45c 6 in. 70c 8 in. $1.00
All orders will be sent postpaid. Order a few sets now. Give size and style wanted, or write for free samples.

JOHN F. RAHN
1328 Central Ave. Chicago, Ill.

ABC No. 2
123 No. 3
ABC No. 13
abc No. 14
123 No. 12
ABC No. 27
123 No. 29
ABC No. 4
abc No. 7
123 No. 6
ABC No. 5
123 No. 1
ABC No. 1

PERFECTION LINE TRAILER EQUIPMENT

Especially Designed for Trailer and Camp

Safetycraft Trailer Lights

"With That Added Safety Feature"

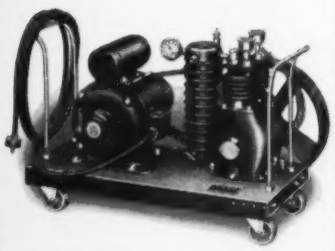
Electric Fixtures, 2-Way Connectors, Sinks and Strainers, Intake Fittings, Door Locks and Handles, Comfort Studio Couches, Dinette Sets, Cushions, Table Hardware, CHASSIS, Metal Corners, Construction Parts, Couplers and Lifting Devices.

Send for Complete Catalog

Theodore Bargman
5200 Loraine Avenue
DETROIT, MICHIGAN

New SAYLOR-BEALL Spray Gun Saves Air

The New Saylor-Beall Production Gun embodies new design which saves air, increases coverage, speeds painting. Shown here with wall filter, regulator and hose. Complete line of spray guns and fittings.



Saylor-Beall Air Compressors, portable and stationary, are available in a wide range of sizes, equipped for various types of service. Ask for catalog.

SAYLOR-BEALL MFG. CO.
1512 East Philadelphia Ave.
Detroit, Michigan

Capital Invested in Automobile Manufacturing*

Year	Cars	Trucks	Total
	(Automobile Manufacturers' Assn.)		
1919	$ 784,660,761	$230,782,577	$1,015,443,338
1920	897,953,600	306,425,000	1,204,378,600
1921	1,134,166,000	289,334,000	1,423,500,000
1922	1,154,103,335	302,546,620	1,456,649,954
1923	1,281,364,300	290,358,100	1,571,722,400
1924	1,373,372,426	317,677,686	1,691,050,112
1925	1,503,290,062	384,738,748	1,888,028,810
1926	1,646,589,759	442,908,566	2,089,498,325
1927	1,643,989,116	436,668,548	2,080,657,664
1928	1,578,021,207	387,289,301	1,965,310,508
1929	1,518,714,814	437,972,847	1,956,687,661
1930	1,442,275,653	438,532,580	1,880,808,233
1931	1,215,200,000	380,600,000	1,595,800,000
1932	1,118,600,000	371,300,000	1,489,900,000
1933	1,012,548,000	336,418,000	1,348,966,000
1934	955,599,000	322,918,000	1,278,517,000
1935	969,265,000	304,469,000	1,273,734,000
1936	1,004,766,000	338,435,000	1,343,201,000

*The above figures represent net tangible assets of motor vehicle manufacturing plants located in United States, and do not include parts, accessory, body and tire manufacturers.

Who's Who

(*Continued from Page* 141)

WYMAN-GORDON CO., Worcester, Mass.; Harvey, Ill. H. G. Stoddard, pres.; C. C. Winn, treas.; S. M. Havens, gen. mgr.; F. E. Wellington, dist. sales mgr.; H. F. Wood and J. H. Nelson, chief engrs.; A. M. Hansen and C. A. Crabbee, pur. agts. **Det. Rep.** General Sales Manager, R. M. Powell, 51? Book bldg.

WYZENBEEK and STAFF, Inc., 642 Washington blvd., Chicago. Speed saws, motor saws, hole cutters, flexible shafts and flexible shaft machines. A. Wyzenbeek, pres., treas., chief engr.; S. Wyzenbeek, secy.; H. O. Erickson, gen. mgr., sales mgr.; L. M. Wyzenbeek, pur. agt. **Det. Rep.**—H. B. Hazerodt, Box 308, Birmingham, Mich.

Y

YATES-AMERICAN MACHINE CO., 729 Fourth st., Beloit, Wis. Automotive, engine cooling, replacement and diesel engine radiators; refrigeration and air conditioning condensers and evaporators. E. J. Dalton, pres.; A. H. Woechel, secy.; J. W. Bussler, treas.; Alvin Haas, gen. mgr.; Roger Birdsell, sales mgr., rad. div.; W. Kliespe, chief engr., rad. div.; E. Hertzfeldt, pur. agt.; G. C. Mueller, adv. mgr.

YELLOW TRUCK & COACH MFG. CO., S. blvd., Pontiac, Mich. Trucks, coaches, taxicabs. I. B. Babcock, pres., gen. mgr.; T. S. Merrill, secy.; D. L. Tate, treas.; J. P. Little, sales mgr. trucks; H. E. Listman, sales mgr. coaches; C. O. Ball, chief engr.; H. J. Crichton, pur. agt.; H. T. DeHart, adv. mgr.; **Det. Rep.**—H. A. Hand, 3925 Vermont ave.
(See Display Advertising Index)

YORK CORRUGATING CO., Adams st. & W.M.R.R., York, Pa. Stampings and automobile sheet metal parts. C. P. Rice, pres., treas., gen. mgr., sales mgr.; J. A. Grass, secy.; Gordon Reed, chief engr.; E. J. Rice, pur. agt.

YORK-HOOVER BODY CORP., York, Pa. Commercial bodies. H. D. Keller, pres.; L. A. Dettinger, secy., pur. agt.; P. A. Elsesser, treas.; H. W. Stone, gen. mgr.; Chas. Ziegler, sales mgr.; Wm. Secrist, chief engr.;

YOUNG, L. A. SPRING AND WIRE CORP., 9200 Russell st., Detroit. Automobile cushion springs, mechanical springs, inner spring construction for mattresses, wire shelves, diversified wire products. C. M. Young, pres., treas., gen. mgr.; T. D. Stewart, secy., sales mgr.; H. V. Backus, chief engr.; E. F. Janis, pur. agt. **Adv. Agcy.**—Zimmer-Keller Co., 2210 Park ave., Detroit.
(See display advertising index)

YOUNG RADIATOR CO., 709 S. Marquette, Racine, Wis. Heavy duty radiators, oil coolers, heating coils, cooling coils, evaporators, condensers, heat exchangers. F. M. Young, pres., gen. mgr.; W. H. Schleck, secy.-treas.; J. J. Hilt, sales mgr., vice-pres.; W. R. Ramsaur, chief engr.; R. W. Baggott, pur. agt.; C. E. Pugh, adv. mgr. **Det. Rep.**—R. H. Biggers, 2217 E. Jefferson ave.

YOUNG WINDOWS of AMERICA, 570 Seventh ave., New York City. Crankless window regulator. M. B. Deschler, gen. mgr.

Z

ZENITH CARBURETOR CO., (Sub. of Bendix Aviation Corp.)., 696 Hart ave., Detroit. Carburetors, mileage testers, fuel filters, oil filters, flame arresters. V. R. Heftler, pres., gen. mgr.; Julian Gifford, asst. secy., treas.; B. W. Westcott, sales mgr.; Henri du Bois Chevalier, chief engr.; D. J. Martin, pur. agt.; F. E. Williams, adv. mgr. **Adv. Agcy.**—Roche, Williams & Cunnyngham, Inc., Chicago.

ZENITH RADIO CORP., 3620 Iron st., Chicago. Automobile radios, speakers, control heads, control panels. E. F. McDonald jr., pres., gen. mgr.; Arthur Freese, secy.; Hugh Robertson, treas.; E. A. Tracey, sales mgr.; G. E. Gustafson, chief engr.; Wm. Hurtienne, pur. agt.; E. G. Herrmann, adv. mgr. **Det. Rep.**—M. Howard Cox, Maccabee bldg., **Adv. Agcy.**—H. W. Kastor & Sons Adv. Co., Chicago.

ZEPP TRAILER CO., Rosslyn sta., Arlington, Va. Coach trailers. John E. Coleman, pres., comt. and prod. mgr.; J. P. Doane, serv. mgr. **Dist. Reps.**—Hunker & Dixon, 433 Merchants Bk. bldg., Indianapolis; Tris Speaker, Guarantee Title bldg., Cleveland; E. M. Prior, Engineers bldg., Chicago, Halpin D. Burke, 4980 Potomac st., St. Louis.

ZIMAIR CORP., 4041 Whiteside ave., Los Angeles, Calif. Coach trailers. Paul G. Zimmerman, pres.; Geo. J. Dunbaugh, secy.-treas.; Howard Wilson, pur. agt. **Adv. Agcy.**—Robt. L. Nourse, Los Angeles, Calif.

ZIM MFG. CO., 3037-3047 Carroll ave., Chicago. Valve tools; lifters, grinders, reamers, refacers, bushing removers, grinding guides, etc.; piston ring tools; expanders, compressors, groove cutters and cleaners; pullers; gear and wheel. E. J. Zimmerman, pres., treas., gen. mgr., sales mgr., pur. agt., adv mgr.; R. W. Zimmerman, secy.; H. A Berkman, chief engr.

ZIP ABRASIVE CO., Center and Washington sts., Cleveland, O. Zip grinding compound Zaco oil. Edmund Rogers, pres.; John F Werder, vice-pres., sales mgr.

ZOERMAN CLARK MFG. CO., Jackson, Mich. Taps and dies, screw plates, service and repair tools. J. H. Zoerman, pres., gen. mgr.; B. D. Zoerman, secy.-treas.

Too Late to Classify

ALMA TRAILER CO., Alma, Mich. Coach trailers. Frank H. Joyce, pres., gen. mgr.; K. B. Montigel, secy.; L. M. Haner, pur. agt. **Adv. Agcy.**—Chas. Mason Agency, Detroit.

BILL HOOKER MOTORS, 155 W. Davidson st., Barton, Fla. Coach trailers. Wm. Hooker, prop.; Roland Todd, chief engr.

BOWLUS TRAILERS, 13785 Paxton ave., San Fernando, Calif. Coach trailers. M. G. Scudder, gen. mgr.; Hawley Bowlus, chief engr.

BROWN-McLAREN MFG. CO., 5853 W. Fort st., Detroit. Screw machine products, hand tools. R. C. Brown, pres.; C. C. Heath, secy., sales mgr., adv. mgr.; H. E. Andrews, treas.; H. E. Kopsch, gen. mgr., factory mgr.; C. McClelland, chief engr.; W. C. Brown, pur. agt. **Det. Rep.**—C. C. Heath, 5853 W. Fort.

CHICAGO RAWHIDE MFG. CO., 1301 Elston ave., Chicago; 9000 Alpine ave., Detroit. Oil seals, grease retainers, dust covers (boots), leather parts. W. H. Emery, pres.; M. A. Schiltz, secy.; S. E. Ullman, treas.; Jens

(*Continued on Page* 146)

JENKINS RUBBER CAPLESS TIRE VALVES

Progressing with the Automotive Industry

JENKINS BROS.
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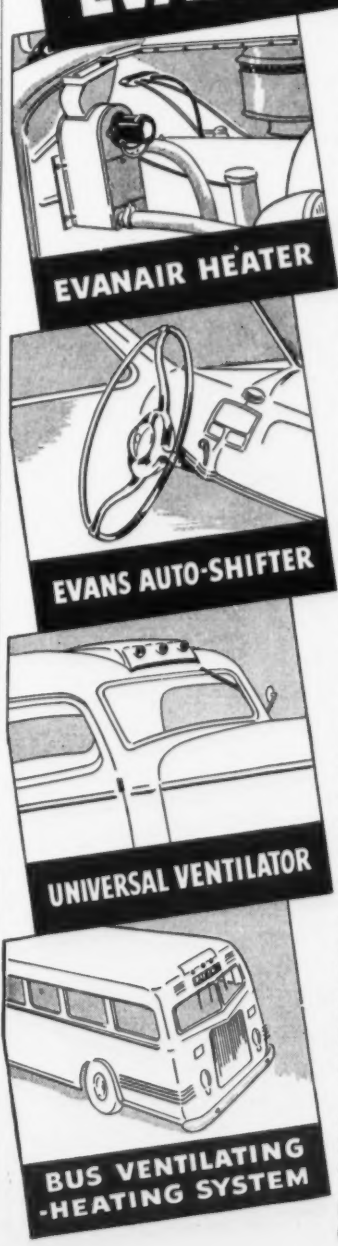
PROVIDING COMFORT, SAFETY AND CONVENIENCE FOR DRIVERS AND PASSENGERS—

EVANS PRODUCTS



THE Evans Products Company, during the past 22 years, has established a reputation for creative engineering—an ability to develop new products for new needs. In nearly every case these products function on patented and exclusive principles. The four products illustrated are typical: The Evanair is the first unit for passenger cars which successfully combines ventilation with heating. In cold weather *fresh, filtered air,* brought in from outside, is heated up to 140 degrees. When heat is not necessary, the Evanair still brings in volumes of exhilarating *fresh air* for coolness and comfort. Installation is made under the hood, leaving driving compartment clear.

The dash-operated Evans Auto-Shifter works on a patented system of vacuum control to make gear shifting easier; leaves unobstructed leg room in front seat.

The Evans Universal Ventilator keeps truck drivers awake and alert—cool and comfortable by bringing *fresh, filtered air* into cab at the top—*above the carbon-monoxide level.* Air in cab is completely changed from two to four times per minute at average speeds.

Evans Ventilating-Heating Systems for modern buses meet the rigid specifications of safety authorities in all localities. *Fresh, filtered air* and heat are evenly distributed throughout the bus. Drafts, hot spots and cold spots are eliminated.

Evans engineers are constantly developing new products and new methods to meet demands of the automotive industry.

EVANS PRODUCTS COMPANY
Union Guardian Building, Detroit, Mich.

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DURA-THERM

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The makers of the stand-up bumper jack—the original—take pleasure in offering the Dura-Therm Thermostat for replacement and for heater use—

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Manufacturers of

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Manufacturers of

Door Dovetails--Rolled Steel Sections--Stampings--Ignition, Dimmer and Headlight Switches.

DIVISIONS OF

UNITED SPECIALTIES CO.

409 CURTIS BLDG. DETROIT, MICHIGAN

Dividend Payments, Automotive Companies for 6 Years, 1931-1936 Inclusive

(*Continued from Page* 136)

C. M. Hall Lamp	$145,000	$73,200	$120,000	$40,000	$40,000	$120,000
Hayes Body	None	None	None	None	None	None
Houdaille-Hershey	2,402,000	1,087,000	429,000	None	217,000	432,000
Kelsey-Hayes	792,000	None	None	None	None	496,000
Libbey-Owens-Ford	8,764,000	3,005,000	3,032,000	1,530,000	None	None
Marlin-Rockwell	1,950,000	508,000	741,000	315,000	395,000	1,457,000
McCord Radiator	None	None	None	None	None	62,000
McQuay-Norris	475,000	343,000	343,000	344,000	341,000	344,000
Midland Steel Prods.	1,816,000	760,000	854,000	664,000	964,000	1,580,000
Modine Mfg.	202,000	101,000	61,000	15,000	70,000	273,000
Motor Products	1,271,000	392,000	None	None	382,000	379,000
Motor Wheel	935,000	361,250	None	None	None	839,000
Mullins Mfg.	262,000	None	None	None	None	151,000
Murray Corp.	465,000	None	None	None	None	None
Noblitt-Sparks Ind.	350,000(a)	217,000	195,000(a)	37,500	30,400	297,000
Perfect Circle	546,000	325,000	325,000	322,000	322,000	364,000
Raybestos-Manhattan	1,111,000	635,000	641,000	386,000	453,000	1,373,000
Reynolds Spring	217,000	116,000	14,500	None	None	None
Spicer Mfg.	900,000	210,000	261,000	216,000	264,000	278,000
Stewart-Warner	1,242,000	621,000	None	None	None	None
Thermoid Co.	None	None	None	None	None	55,000
Timken-Detroit	1,960,000	174,000	194,000	194,000	194,000	591,000
Timken Roller Bearing	9,050,000	7,234,000	2,773,000	1,688,000	3,316,000	6,029,000
Trico Products	1,125,000	1,125,000	937,000	937,000	937,000	937,000
Vogt Mfg.	250,000	150,000	50,000	None	30,000	150,000
L. A. Young Spring & Wire	1,330,000	1,125,000	292,000	97,000	388,000	1,068,000

(a)—Also 100% stock in 1934 and $1.50 or 1/20th share of stock in 1936.

MISCELLANEOUS

	1936	1935	1934	1933	1932	1931	1930
American Chain	$1,555,000	$ 154,000	None	None	None	$ 985,000	$1,465,000
Continental Motors	None	None	None	None	None	None	None
Cord Corp.	None	(a)	$ 564,000	$ 678,000	None	None	None
Electric Storage Battery	2,500,000	3,817,000	3,629,000	1,815,000	$2,198,000	4,013,000	4,579,000
Evans Products	427,000	None	None	None	None	None	297,000
Hercules Motor	543,000	248,000	140,000	None	125,000	310,000	558,000
Paramount Motors	None	None	None	None	None	(b)	156,000
Waukesha Motors	340,000	120,000	120,000	120,000	225,000	300,000	300,000

(a)—Distributed stock of American Airlines, Inc., and Canadian Colonial Airways, Inc., to Cord stockholders in 1935. (b)—4% in stock in 1931.

CURRENT FINANCIAL POSITION OF AUTOMOTIVE MANUFACTURING COMPANIES 1935-1936

(From Latest Available Balance Sheets)

Compiled by C. J. Alexander, ADN Financial Editor

Car and Truck Companies

	Cash or Equivalent December 31		Current Assets December 31		Current Liabilities December 31		Ratio Assets to Liabilities
	1936	1935	1936	1935	1936	1935	1936
Auburn ‡	$ 969,000	$ 511,000	$ 3,599,000	$ 3,866,000	$ 1,003,000	$ 1,941,000	3.6 to 1
Chrysler	60,904,000	59,118,000	140,102,000	128,205,000	75,132,000	66,901,000	1.9 to 1
Federal Motor	702,000	747,000	2,600,000	2,531,000	421,000	345,000	6. to 1
Ford of Canada	12,874,000	12,929,000	25,011,000	24,856,000	4,694,000	2,295,000	5.3 to 1
General Motors	195,658,000	199,436,000	513,986,000	465,028,000	174,300,000	145,067,000	3 to 1
Graham-Paige	608,000	306,000	2,504,000	2,486,000	1,746,000	2,383,000	1.4 to 1
Hudson	12,000,000	9,584,000	22,179,000	16,297,000	9,794,000	6,704,000	2.3 to 1
Hupp	† 330,000	6,000	† 1,130,000	1,270,000	† 520,000	780,000	2.1 to 1
Mack	2,257,000	3,556,000	27,982,000	22,597,000	5,566,000	2,436,000	5 to 1
Nash ‡	22,774,000	24,521,000	30,043,000	28,626,000	4,005,000	2,537,000	7.5 to 1
Packard	14,358,000	12,986,000	29,792,000	24,851,000	11,543,000	6,554,000	2.6 to 1
Reo	1,422,000	1,408,000	6,535,000	8,523,000	1,247,000	2,039,000	5.2 to 1
Studebaker	7,130,000	5,160,000	16,393,000	13,536,000	5,271,000	6,777,000	3.1 to 1
White	2,187,000	1,757,000	15,945,000	13,772,000	2,733,000	2,140,000	5.8 to 1
Yellow Truck & Cab	§ 1,962,000	5,125,000	§ 23,591,000	17,848,000	§ 6,326,000	3,708,000	3.7 to 1

†As of Sept. 30. §As of July 31.

Parts and Accessory Companies

	Cash or Equivalent December 31		Current Assets December 31		Current Liabilities December 31		Ratio Assets to Liabilities
	1936	1935	1936	1935	1936	1935	1936
Ainsworth Mfg.	$ 1,353,000	$ 1,684,000	$ 2,678,000	$ 3,217,000	$ 743,000	$ 907,000	3.6 to 1
Bauer Roller Bear.	‡ 1,437,000	574,000	‡ 2,530,000	2,068,000	‡ 727,000	652,000	3.4 to 1
Bendix	5,414,000	8,452,000	16,852,000	17,060,000	3,609,000	2,868,000	4.7 to 1
Bohn Alum. & Brass	267,000	273,000	7,023,000	6,712,000	1,827,000	1,976,000	3.8 to 1
Borg-Warner	6,706,000	9,070,000	29,897,000	23,720,000	11,319,000	6,341,000	2.6 to 1
Briggs Mfg.	.....	7,856,000	.....	26,914,000	.....	9,049,000	.....
Briggs & Stratton	1,139,000	1,588,000	2,394,000	2,622,000	557,000	538,000	4.2 to 1
E. G. Budd	3,778,000	1,234,000	9,501,000	6,338,000	2,784,000	3,024,000	3.4 to 1
Budd Wheel	793,000	764,000	3,156,000	2,596,000	1,436,000	1,094,000	2.2 to 1
Clark Equipment	1,212,000	1,422,000	3,880,000	3,222,000	714,000	342,000	5.4 to 1
Cleveland Graphite Bronze	581,000	949,000	2,673,000	2,286,000	638,000	733,000	4.2 to 1
Collins & Aikman	† 3,482,000	§ 3,950,000	† 13,705,000	§ 12,373,000	† 3,538,000	§ 2,385,000	3.8 to 1
Eaton Mfg.	1,340,000	1,914,000	7,125,000	6,444,000	2,105,000	1,958,000	3.4 to 1
Electric Auto-Lite	1,536,000	1,835,000	16,294,000	13,544,000	7,606,000	4,926,000	2.1 to 1
Gabriel Co.	111,000	14,000	234,000	116,000	69,000	75,000	3.4 to 1
C. M. Hall Lamp	719,000	663,000	1,191,000	1,070,000	141,000	116,000	8.5 to 1
Hayes Body *	95,000	47,000	384,000	328,000	170,000	229,000	2.2 to 1
Houdaille-Hershey	1 856,000	2,771,000	6,276,000	6,419,000	1,839,000	1,451,000	3.4 to 1
Kelsey-Hayes	1,427,000	1,444,000	6,514,000	5,972,000	4,186,000	2,947,000	1.6 to 1
Libbey-Owens-Ford	9.273,000	12,400,000	15,416,000	20,687,000	4,481,000	3,552,000	3.4 to 1
Marlin-Rockwell	3,539,000	3,846,000	5,195,000	5,288,000	493,000	896,000	10 to 1
McCord Radiator	146,000	171,000	1,986,000	1,701,000	1,080,000	841,000	1.8 to 1
McQuay-Norris	245,000	744,000	2,719,000	3,028,000	322,000	340,000	8.4 to 1
Midland Steel	4,789,000	4,340,000	9,004,000	7,860,000	1,925,000	1,263,000	4.6 to 1
Modine Mfg.	499,000	579,000	1,906,000	1,671,000	552,000	473,000	3.4 to 1
Motor Wheel	999,000	960,000	6,321,000	4,514,000	1,957,000	1,189,000	3.2 to 1
Mullins Mfg.	257,000	409,000	1,496,000	1,179,000	445,000	233,000	3.3 to 1
Murray Corp.	613,000	1,545,000	7,342,000	6,272,000	2,755,000	1,356,000	2.7 to 1
Perfect Circle	1,096,000	1,119,000	2,350,000	2,195,000	388,000	258,000	6. to 1
Raybestos-Manhattan	2,351,000	2,235,000	9,548,000	8,477,000	1,237,000	1,237,000	7.7 to 1
Reynolds Spring	317,000	312,000	1,657,000	1,155,000	880,000	569,000	1.8 to 1
Spicer	751,000	601,000	4.500 000	3,651,000	1,806,000	1,264,000	2.4 to 1
Stewart-Warner	1,334,000	2,427,000	10.053 000	8 057,000	2,948,000	1,741,000	3.4 to 1
Thermoid	143,000	114,000	2,510,000	1,795,000	663,000	530,000	3.8 to 1
Thompson Products	248,000	335,000	4,243,000	3.231,000	1,542,000	1,394,000	2.8 to 1
Timken-Detroit Axle ‡	1,307,000	2,065,000	9,881,000	8,374,000	1,575,000	919,000	6.2 to 1
Timken Roller Bearing	15,797,000	16,616,000	29,912,000	28,783,000	3,776 000	3,101,000	8 to 1
Trico Products	.....	2,936,000	.....	5,293,000	.....	2,368,000	.....
Vogt Mfg.	626.000	474,000	1,201.000	1,023,000	220,000	169,000	5.5 to 1
L. A. Young Sprg. & Wire	583,000	794,000	4,607.000	3.923 000	1,676,000	1,019,000	2.7 to 1

‡As of June 30. †As of Nov. 30. §As of Feb. 29. *As of Sept. 30.

(*Cont'nued on Next Page*)

Tire and Rubber Companies

(Continued from Previous Page)

	Cash or Equivalent December 31		Current Assets December 31		Current Liabilities December 31		Ratio Assets to Liabilities
	1936	1935	1936	1935	1936	1935	1936
Firestone ‡	$ 11,279,000	$ 11,613,000	$ 75,694,000	$ 66,744,000	$ 24,049,000	$ 19,610,000	3.1 to 1
Fisk	1,533,000	1,733,000	10,184,000	8,869,000	1,403,000	507,000	7.2 to 1
General †	774,000	663,000	8,583,000	7,447,000	2,367,000	1,906,000	3.8 to 1
Goodrich	16,626,000	8,711,000	82,277,000	68,260,000	14,950,000	13,610,000	5.5 to 1
Goodyear	14,628,000	25,987,000	114,234,000	106,508,000	8,569,000	8,052,000	13 to 1
Lee ‡	1,008,000	761,000	5,456,000	4,508,000	860,000	556,000	6.3 to 1
Norwalk §	46,000	70,000	786,000	695,000	121,000	68,000	6.4 to 1
U. S. Rubber	12,969,000	11,289,000	80,647,000	62,546,000	23,693,000	15,267,000	3.4 to 1

§As of Sept. 30.

Miscellaneous Companies

	Cash or Equivalent December 31		Current Assets December 31		Current Liabilities December 31		Ratio Assets to Liabilities
	1936	1935	1936	1935	1936	1935	1936
American Chain	† $2,899,000	$ 1,425,000	†$10,867,000	$ 9,457,000	† $1,925,000	$ 1,293,000	5.6 to 1
Cord Corp. (a)	2,124,000	3,740,000	3,035,000	4,502,000	193,000	133,000	16 to 1
Electric Storage Battery	16,877,000	16,781,000	27,418,000	25,604,000	1,807,000	1,677,000	15 to 1
Evans Products †	1,454,000	1,403,000	2,931,000	2,676,000	652,000	936,000	4.4 to 1
Hercules Motors	30,000	622,000	2,470,000	2,599,000	956,000	530,000	2.6 to 1
Paramount Motors §	949,000	1,072,000	1,252,000	1,336,000	5,000	356	250 to 1
Waukesha Motor *	665,000	544,000	3,666,000	3,041,000	657,000	4,970,000	5.5 to 1

†As of June 30. §As of Sept. 30. *As of July 31.

FINANCIAL STRUCTURE AUTOMOTIVE INDUSTRY

(Compiled by C. J. Alexander, ADN Financial Editor)

CAR AND TRUCK COMPANIES

	Shares Com. Stock Outstanding	Market Value Mar. 15, 1937	Shares Pref. Stock Outstand'g	Par Value	Funded Debt
Auburn	228,237	$ 6,847,000	None		$2,308,775
Checker Cab & Mfg. Co.	541.805	21,500,000	None		None
Chrysler	4,358,391	557,875,000	None		None
Federal Motor	486,943	4,870.000	None		None
Ford of Canada "A"	1,588,960	40,000,000	None		None
General Motors	42,846,678	2,828,000,000	1,835,644	None	None
Graham-Paige	2,791,885	11,200,000	4,965	$100	1,086,000
Hudson	1,534,810	31,231,000	None		*4,750,000
Hupp	1,318,628	2,800,000	None		None
Mack	597,335	35,500,000	None		None
Nash Kelvinator	4.241,999	97,550,000	None		None
Packard	15,000,000	165,000,000	None		None
Reo	1,800,000	14,850,000	None		None
Studebaker	2,165,594	40,000,000	None		6,817,846
White	625,000	19,375,000	None		773,000
Yellow Truck & Coach Co. "B"	2,200,000	77,000,000	143,980	100	None

*Serial Notes due yearly through 1940.

PARTS AND ACCESSORY COMPANIES

	Shares Com. Stock Outstanding	Market Value Mar. 15, 1937	Shares Pref. Stock Outstand'g	Par Value	Funded Debt
Ainsworth Mfg.	137,954	$ 2,484,000	None		None
Bendix	2,097,663	55 000,000	None		None
Bohn Alum. & Brass	352,418	16 000,000	None		None
BorgWarner	1,150,967	93 231,000	13,504	$100	None
Bower Roller Bearing	300,000	9,000,000	None		None
Briggs & Stratton	297,149	13 .00,000	None		None
Briggs Manufacturing	1,979,000	98 950.000	None		None
E. G. Budd	1,656,808	20,600,000	59,531	100	$2,992,000
Budd Wheel	965.258	10 618 000	6,197	100	None
Clark Equipment	235,101	8 225,000	11,606		None
Cleveland Graphite Bronze	321,921	13,200,000	None		None
Collins & Aikman	562 800	31,500 000	50,547	100	None
Eaton Manufacturing	696,146	23.664 000	None		None
Electric Auto-Lite	1,194,977	50,190 000	44,860		10,000,000
Gabriel Co. "A"	238,000	1,700 000	None		None
C. M. Hall Lamp	362,080	2 217.000	None		None
Hayes Body	343,086	2,230,000	None		None
Houdaille-Hershey	786,956	17,888,000	174,431	None	None
Kelsey Hayes	237,982	4,046,000	290,235	100	6,306,780
Libbey-Owens-Ford	2,503,505	175,280.000	None		None
Marlin-Rockwell	339 254	16.600,000	None		None
McCord Radiator "B"	232,746	2,327,000	None		1,699,000
McQuay-Norris	113,349	6,441,000	None		None
Midland Steel	234,915	10,575,000	1st 94,925	100	None
			No. 2 Pfd. 57,900	100	
Modine Mfg.	101,149	4 242 000	None		None
Motor Wheel	850,000	19,550 000	None		None
Mullins Mfg. "B"	118,023	3 894 000	28,775	None	None
Murray Corp.	930.271	16.740 000	None		None
Perfect Circle	161.705	5,065 000	None		None
Raybestos-Manhattan	635,200	21 000 000	None		None
Reynolds Spring	290,000	8,410,000	None		423,713
Spicer	300,000	9,600,000	70,000		None
Stewart-Warner	1,241 847	24,840 000	None		None
Thermoid	377,764	4,158,000	40,556	10.00	2,518,500
Thompson Products	283,510	7,100.000	10 000	None	300,000
Timken-Detroit Axle	980 000	25 500,000	22,490		None
Timken Roller Bearing	2,411 380	166 359.000	None		None
Trico Products	450 000	Not Listed	None		None
Vogt Mfg.	100.000	1,500.000	None		None
L. A. Young Spring & Wire	408.653	18,000,000	None		69,000

TIRE AND RUBBER COMPANIES

	Shares Com. Stock Outstanding	Market Value Mar. 15, 1937	Shares Pref. Stock Outstand'g	Par Value	Funded Debt
Firestone	1,933,317	$ 77.320 000	466,111	$100	$17,350,000
Fisk	438.773	6.600 000	35.576	100	None
General	443.100	15.505 000	27,992	100	None
Goodrich	1,303 255	62 544.000	412.031	None	36,955 300
Goodyear	1,776,844	80 000,000	709,329	None	52,549,500
Lee	254,465	7,000 000	None		None
Norwalk	202.230	1.250 000	8,784	100	None
U. S. Rubber	1 497.531	97.370 000	651,091	100	53,233,700

MISCELLANEOUS COMPANIES

	Shares Com. Stock Outstanding	Market Value Mar. 15, 1937	Shares Pref. Stock Outstand'g	Par Value	Funded Debt
American Chain & Cable	250,517	$ 22,088,000	109,803	$100	$1,140,000
Cord Corp.	2,256,700	10,156,000	None		None
Electric Storage Battery	906,554	37,187,000	1,256	25.00	None
Evans Products	244,196	7,808.000	None		None
Hercules Motors	310,100	10.550 000	None		None
Paramount Motors	203.418	1 224.000	None		None
Waukesha Motors	400,000	14,000,000	None		None

FOR MAXIMUM QUIETNESS AND ENDURANCE

NORMA-HOFFMANN BEARINGS CORP'N, STAMFORD, CONN., U. S. A.

Mid-West Coated Abrasives of Proven Quality

Due to intensive study of automotive requirements we specialize on the production of coated abrasives and grinding wheels for the industry.

Our engineers and technical experts will gladly cooperate with organizations having abrasive problems.

We manufacture a complete line of . . .

Flint *Coated Paper,* in sheets and rolls.

Emery *and Crocus Coated Cloth sheets.*

Garnet *Coated Paper and Cloth* in sheets, rolls, bands, belts, discs and sleeves.

Aluminum Oxide *Fibre Combination Discs.*

Aluminum Oxide *coated Paper and Cloth* in sheets and rolls, body cones, and discs, bands and sleeves.

Silicon Carbide *Coated Paper Reams and Rolls and Cloth Rolls.*

"Watersand" *Silicon Carbide Coated Waterproof Paper.*

GRINDING WHEELS for every purpose. Made in vitrified and silicate bond, shellac, and resinoid bond.

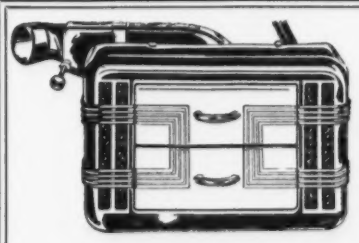
Straight, Cylinder, Cup, Flaring Cup, Notched, Tapered and special shapes.

Consult Us on All Abrasive Requirements

MID-WEST ABRASIVE COMPANY

2189 Beaufait St., Detroit, Mich.

Phone Fitzroy 4510



America's Leaders

in the manufacture of

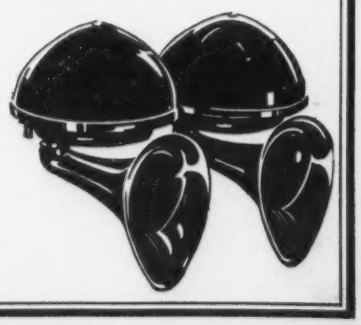
AUTOMOBILE HORNS

AND

POWER HEATERS

for more than a Quarter Century

EA LABORATORIES INC.



BROOKLYN - NEW YORK

Motor Vehicles in the World on Jan. 1, 1937

(Source: Department of Commerce)

Country	Passenger Cars	Buses	Trucks	Diesel Powered	Total Registrations	Total Population
Aegean Islands (Italian) (8)	221	46	115	.....	382	131,255
Afghanistan	779	.....	3,500	.....	4,279	7,000,000
Alaska	2,435	.....	972	.....	3,407	59,278
Albania	360	111	358	.....	829	1,003,124
Algeria	53,000	1,500	7,500	240	62,240	7,184,049
Anglo-Egyptian Sudan	1,607 (1)	.....	2,295	1	3,903	5,800,000
Angola	1,450	50	1,925	.....	3,425	3,098,281
Antigua	312	13	50	.....	375	29,767
Arabia*	1,735	760	680	2	3,177	7,000,000
Argentina	181,200	7,450	58,500	820	247,970	12,372,965
Australia (3)	511,000 (5)	.....	179,000 (1)	.....	690,000	6,753,114
Austria	27,450	2,133	14,339	278	44,200	6,786,000
Azores	724	91	44	.....	859	253,935
Bahamas	1,084	2	186	.....	1,272	62,069
Bahrein	136	1	32	.....	169	120,000
Barbados	1,893	108	374	2	2,377	180,055
Belgian Congo (3)	2,662 (5)	.....	2,418 (1)	.....	5,080	9,400,000
Belgium	126,500	1,200	73,000	1,000	201,700	8,299,940
Bermuda	1	4	53	1	59	31,190
Bolivia	1,211	30	3,000	19	4,260	3,000,000
Borneo	505 (1)	..... (1)	290 (1)	.....	795	270,223
Brazil	92,500	3,800	47,500	200	144,000	47,794,874
British East Africa:						
Kenya	7,927	140	1,585	75	9,727	3,099,000
Tanganyika	2,414 (5)	.....	1,617	60	4,091	4,988,000
Zanzibar	299 (5)	.....	256	.....	555	235,428
Uganda	1,942 (5)	.....	2,290	58	4,290	3,640,636
British Guiana	1,200	.....	300	.....	1,500	323,000
British Honduras	150	.....	91	.....	241	54,000
British Malaya	29,273	2,007	7,557	156	38,993	4,611,450
British Somaliland	46	50	150	.....	246	344,700
British South Africa:						
Basutoland	505 (5)	.....	150	.....	655	600,000
Bechuanaland	372 (5)	.....	140	.....	512	152,983
Northern Rhodesia	1,028 (5)	.....	546	.....	1,574	1,378,000
Southern Rhodesia	13,100 (5)	.....	3,420	.....	16,520	1,250,000
Swaziland	312 (5)	.....	69	.....	381	126,550
British Southwest Africa	2,554	14	1,136	1	3,705	231,760
Southwest Protectorates included with the Union of South Africa.						
British West Africa:						
Gambia	151	.....	202	.....	353	208,000
Gold Coast	1,885	10	5,515	20	7,430	3,120,000
Nigeria	3,109 (5)	.....	3,503	8	6,620	19,090,000
Sierra Leone	308	8	68	.....	384	1,800,000
Bulgaria	2,500	658	1,342	80	4,580	6,160,000
Canada	1,039,483	2,028	192,432	128	1,234,071	10,949,000
Canary Islands	4,773	899	2,251	24	7,947	599,712
Cayman Islands	47	.....	11	.....	58	6,009
Ceylon	18,950	2,494	3,709	229	25,382	5,617,000
Chile	27,068	1,286	9,626	55	38,035	4,507,850
China	29,343	7,112	9,461	945	42,861	428,040,342
Chosen	2,480	2,700	3,285	5	8,470	22,898,695
Colombia	11,508	2,207	5,690	30	19,435	8,472,584
Cook Islands	44	.....	41	.....	85	12,208
Costa Rica	1,916	257	527	7	2,707	565,000
Cuba	23,714	2,747	13,291	.....	39,752	4,008,069
Cyprus	(1) 2,189 (1)	.....	(1)	.....	2,189	347,959
Czechoslovakia	79,327	2,890	25,082	330	107,629	15,158,000
Danzig	2,229	26	854	37	3,146	412,000
Denmark	96,500	1,750	39,000	25	137,275	3,705,559
Dominica	67	.....	30	.....	97	46,298
Dominican Republic	2,000	80	800	.....	2,880	1,478,121
Ecuador	1,710	518	1,183	18	3,429	2,500,000
Egypt	25,568	1,164	3,589	.....	30,321	15,417,000
Eritrea (8)	202 (1)	.....	93	.....	295	621,621
Estonia	2,425	235	1,808	41	4,509	1,129,801
Ethiopia (7)	300 (1)	.....	300	10	610	5,500,000
Faroe Islands	29 (1)	.....	87	.....	116	24,200
Fiji Islands	915	341	313	.....	1,569	197,449
Finland	20,395	1,932	12,999	201	35,527	3,762,026
France	1,649,718	37,000	465,000	15,300	2,167,018	41,940,000
French Equatorial Africa	527 (1)	.....	738	.....	1,265	3,200,000
French Guiana	109	8	79	.....	196	26,000
French Indo-China	12,421	1,652	1,474	.....	15,547	22,300,000
French and Italian Somaliland	308 (1)	.....	156	.....	464	1,080,815
French West Africa:	4,720 (1)	.....	6,974	.....	11,694	
Cameroon						2,298,495
Ivory Coast						3,871,556
Mauritania						410,411
Senegal						1,604,372
Sudan	616	12	963	.....	1,591	3,549,863
Togoland						753,812
Germany	1,049,990	11,472	275,000	33,900	1,370,362	67,068,000
Gibraltar	950	42	162	.....	1,154	18,691
Greece	7,000	2,080	5,140	280	14,500	6,830,000
Grenada	392 (5)	.....	132	2	526	66,302
Guadeloupe	1,767	65	393	.....	2,225	267,407
Guam	202	4	225	.....	431	18,509
Guatemala	2,305	429	753	71	3,558	2,200,000
Haiti	2,600	280	300	.....	3,180	2,600,000
Hawaiian Islands	43,161	479	10,413	.....	54,053	384,437
Honduras	742	8	524	.....	1,274	962,000
Hong Kong	3,380	79	840	105	4,404	944,492
Hungary	13,986	428	3,980	180	18,574	8,940,742
Iceland	600	.....	950	.....	1,550	114,743
India	56,880	21,617	3,892	623	83,012	352,134,382
Burma	11,854	3,823	2,468	2	18,147	14,665,618
Netherland India	44,918	7,058	10,014	344	62,334	64,450,000
Iran	2,300	250	7,000	35	9,585	15,000,000
Iraq	3,012	325	1,427	7	4,771	3,300,000
Irish Free State	47,000	620	10,000	250	57,870	3,033,000
Italy (3)	290,000	10,000	115,000 (1)	.....	415,000	42,966,646
Jamaica	8,630	137	2,306	18	11,091	1,100,952
Japan	65,560	28,151	53,155	15	146,881	69,254,148
Latvia	2,512	267	1,963	.....	4,742	1,950,502
Liberia (3)	50 (1)	.....	75 (1)	.....	125	2,500,000
Libya	1,230	45	230	.....	1,505	730,000
Lithuania	1,334	214	333	130	2,031	2,499,529
Luxemburg	7,204	194	4,062 (4)	.....	11,460	296,776
Madeira Islands	720	170	220	.....	1,110	211,601
Maltese Islands	3,010	861	866	2	4,739	255,185
Manchuria	2,150	1,070	1,550	50	4,820	24,040,819
Kwantung Leased Terr.	1,060	195	740	10	1,995	1,134,074
Martinique	2,310	95	544	.....	2,949	234,695
Mauritius	2,107	138	342	26	2,613	404,190
Mexico	68,191	4,529	32,650	31	105,401	18,596,000
Monaco (3)	1,434	94	305 (1)	.....	1,833	22,153
Montserrat	66	.....	25	.....	91	13,161
Morocco, French	29,170	1,580	7,525	5	38,280	5,500,000
Morocco, International Zone.	604	45	196	.....	845	60,000
Morroco, Spanish (2)	2,000	350	1,400 (1)	.....	3,750	795,202
Netherlands	90,100	3,700	47,300	900	142,000	8,474,409
Neth. West Indies	1,878	494	896	.....	3,268	83,000
New Caledonia	84	1	16	.....	101	57,165
New Hebrides	42	.....	55	.....	97	54,531
New Zealand	168,198	559	46,043	49	214,849	1,568,220
Newfoundland	3,326	15	873	.....	4,214	290,000
Nicaragua (3)	575 (1)	.....	200	.....	775	829,677
Norway	40,271	2,728	26,858	15	69,872	2,884,300
Nyasaland	802	12	530	7	1,351	1,603,914
Palestine	6,259	1,271	3,145	.....	10,675	1,261,000
Panama and Canal Zone	9,656	638	1,454	1	11,749	561,117
Papua	93	.....	156	.....	249	276,229
Paraguay (3)	952	377	671	.....	2,000	997,000
Peru	10,997	790	5,889	119	17,795	6,237,000
Philippine Islands	28,420	4,436	12,891	28	45,775	13,099,000
Poland	20,338	1,543	6,689	.....	28,570	33,823,000
Portugal	31,480	1,790	11,000	87	44,357	7,250,000
Portuguese East Africa	2,723 (6)	.....	1,798	.....	4,521	4,150,000
Portuguese Guinea	134	.....	308	.....	442	364,929
Portuguese Timor	44	.....	20	.....	64	474,363
Puerto Rico (7)	14,504 (1)	.....	3,949	.....	18,453	1,630,000
Reunion and Madagascar	4,000 (1)	.....	900 (1)	.....	4,900	4,044,933
Rumania	17,500	3,000	3,500	20	24,020	19,196,071
St. Kitts-Nevis	263	11	62	.....	336	37,521
St. Lucia	177	24	22	.....	223	63,804
St. Pierre and Miquelon	49	.....	71	.....	120	4,321
St. Vincent	184	29	28	2	243	47,961
Salvador, El	2,084	207	344	74	2,709	1,600,000
Samoa, American	16	19	25	.....	60	10,055
Samoa, Western	112	21	96	.....	229	53,790
Seychelles	70 (1)	.....	10 (1)	.....	80	29,406
Siam	5,019	420	3,855	14	9,308	13,000,000
Society Islands	331	25	110	.....	466	20,000
Solomon Islands (Br.)	3 (1)	.....	44	.....	47	94,105
Soviet Russia	52,000	4,000	300,000	.....	256,000	170,500,000
Spain	103,121	11,761	35,515	4,971	155,368	24,249,288
Surinam	138	12	45 (1)	.....	195	164,085
Sweden	119,303	4,015	44,904	150	168,372	6,294,489
Switzerland	62,000	1,000	16,400	800	80,200	4,160,000
Syria	8,553	499	2,178	.....	11,230	3,250,000
Taiwan (Formosa)	1,365	1,342	1,021	.....	3,728	5,212,719
Tonga	71	.....	29	.....	100	31,589
Transjordan	284	38	116	.....	438	300,000
Trinidad and Tobag	4,213	525	2,123	.....	6,861	432,000
Tunisia	14,050	165	3,111	85	17,411	2,500,000
Turkey	3,650	800	4,450	26	8,926	16,200,694
Turks and Caicos Islands	12	.....	4	.....	16	5,300
Union of South Africa	246,724	1,235	33,752	120	281,831	8,600,300
United Kingdom:						
Channel Islands	13,095 (1)	.....	(1)	.....	13,095	93,061
England	1,481,429	33,435	391,005	11,408	1,917,277	37,354,917
Isle of Man	3,601	88	(1)	(1)	3,689	49,338
Northern Ireland	33,537	619	8,343	198	42,697	1,288,000
Scotland	129,444	3,452	38,066	2,535	173,497	4,953,000
Wales	68,870	2,094	19,691	770	91,425	2,593,014
Uruguay	42,597	941	13,276	80	56,894	2,020,000
Venezuela	13,000	1,300	7,000	50	21,350	3,451,832
Virgin Islands	473	20	227	.....	720	22,012
Yugoslavia	8,876	745	2,777	370	12,768	14,950,000
Total Outside U. S.	**8,790,704**	**277,674**	**2,889,542**	**79,382**	**12,037,302**	**1,950,753,906**
United States (9)	**24,373,053**	**123,900**	**4,023,606**		**28,520,559**	**128,429,000**
WORLD TOTAL	**33,163,757**	**401,574**	**6,913,148**	**79,382**	**40,557,861**	**2,079,172,906**
*Arabia:						
Aden	700	75	130	1	901	48,338
Hadramaut	90	.....	10	.....	100	.....
Kuwait	57	.....	7	.....	64	50,000
Saudi Arabia	900	650	500	.....	2,050	4,500,000
Yemen	45	35	40	1	121	3,500,000

(1) Not separately available.
(2) As of Jan. 1, 1936.
(3) From "The American Automobile."
(4) Not available.
(5) Buses included with trucks.
(6) Buses included with passenger cars.
(7) As of July 1, 1936.
(8) As of Jan. 1, 1935.
(9) Includes 99,038 federal and 200,230 state, county and municipal motor vehicles.

State Sales Tax Chart

(Prepared by Motor & Equipment Manufacturers Assn.)

ALABAMA	effective Jan. 1, 1937, through Sept. 30, 1937: Retail stores, 2%; amusement or entertainment, 1½%.
ARIZONA	2% retail gross receipts.
ARKANSAS	2% retail gross receipts; to expire July 30, 1937.
COLORADO	2% retail gross receipts; expires June 30, 1937.
CALIFORNIA	3% retail gross receipts
CONNECTICUT	None.
DELAWARE	None.
GEORGIA	None.
FLORIDA	½% on gross receipts of retail sales, 1 chain store; 5%, chain of 15 or more stores.
IDAHO	2% retail gross receipts; killed by referendum election Nov. 3, 1936.
ILLINOIS	2% retail gross receipts.
INDIANA	1% gross receipts. consumers sales.
IOWA	2% retail gross receipts; expires Apr. 1, 1937; governor recommends its continuance indefinitely.
KANSAS	None.
KENTUCKY	Tax repealed Jan 15, 1936.
MAINE	None; rumor of sales tax being proposed amounting to 15% on liquor and beer and 10% on amusements and soft drinks. A new law passed January, 1937, provides for a 10% tax and not less than 5% on spirituous and vinous beverages, which is to go to old age fund.
MARYLAND	None.
MASSACHUSETTS	None.
MICHIGAN	Gross receipts 3% tangible personal property; three bills on question of sales tax have been submitted to legislature.
MINNESOTA	Chain gross sales and store receipts, 100,000, 1/20% by brackets to 1% over 1,000,000.
MISSISSIPPI	2% gross sales receipts.
MISSOURI	1% gross sales receipts of tangible personal property; governor states in his message that sales tax is to be continued though it is scheduled to expire Dec. 31, 1937.
MONTANA	None.
NEBRASKA	None.
NEVADA	None.
NEW HAMPSHIRE	None
NEW JERSEY	Repealed.
NEW MEXICO	2% gross sales receipts.
NEW YORK	New York City has 2% sales tax.
NORTH CAROLINA	3% gross sales receipts (merchants).
NORTH DAKOTA	2% gross sales receipts; expired May 1, 1937.
OHIO	3% gross sales receipts (bracketed); house bill 59, introduced, would repeal sales tax on liquor by the glass and impose a sales tax on sales by the liquor department, regardless of whether to actual consumer or to permit holder.
OKLAHOMA	2% retail gross sales receipts.
OREGON	Proposed sales tax defeated.
PENNSYLVANIA	2% on each $1 gross sales preceding calendar year; law passed Aug. 1936 places tax of 10% of net price of liquor sold by state stores. which is to be paid by purchaser.
RHODE ISLAND	None.
SOUTH CAROLINA	None.
SOUTH DAKOTA	2% retail gross receipts.
TENNESSEE	None.
TEXAS	None.
UTAH	2% gross receipts.
VERMONT	To 50,000 brackets over 2,000,000, 4% of gross receipts.
VIRGINIA	License tax based on gross receipts: 1,000, $10; 2,000, $20; more than 2,000, 13c on each $100 of sales.
WASHINGTON	Gross proceeds of sales 2%; retailers 2% plus ¼%.
WEST VIRGINIA	Gross receipts of sales 2% plus ½% on retail sales.
WISCONSIN	None.
WYOMING	2% on retail sales.

Who's Who

(*Continued from Page* 143)

Agger, Chicago plant, S. C. McCombs, Detroit plant, gen. mgrs. **Det. Reps.**—S. C. McCombs, A. F. Gardner, 9000 Alpine ave. **Adv. Agcy.**—Witte & Burden, 5757 Cass ave., Detroit.

(See Display Advertising Index)

DOUGLAS MFG. CO., H. A., Kokomo, Ind. C. E. Wade, gen. mgr.; Frank Jones, fact. supt.; William Schmid, chief engr.; Thomas W. Drury, sales and adv. mgr.; C. W. Scribner, pur. agt.

(See display advertising index)

McLOUTH STEEL CORP., 300 S. Livernois ave., Detroit. Hot rolled strip steel, sheared, slit, edged, cut to length; pickled and oiled. Donald B. McLouth, pres.; Lois E. Moultane, secy.; Merlin A. Cudlip, treas.

NICHOLSON TERMINAL & DOCK CO., Foot of Great Lakes ave., Ecorse, Mich. Water and rail terminal. Wm. Nicholson, chmn.; Wm. F. Deane, pres.; Walter S. Brown, secy.-treas.; Wm. F. Deane, gen. mgr.

O. & S. BEARING CO., 303 S. Livernois ave., Detroit. Self lubricating parts of automotive construction. Newton Skillman, pres.; F. H. Delahunty, secy.-treas.; Newton Skillman, gen. mgr.; Robt. T. Hunter, sales mgr.; B. Schroeter, chief engr.; F. H. Delahunty, pur. agt. **Det. Rep.**—R. T. Hunter.

SNYDER TOOL & ENGINEERING CO., 3400 E. Lafayette ave., Detroit. Special machinery, multiple drill head, special machine designers. Clarence Snyder, pres., gen. mgr.; Howard N. Maynard, secy.; F. Gordon Spoor, treas.; E. A. Nylin, vice-pres., and fact. mgr.; Geo. H. Whitehouse, sales mgr.; L. S. Andrich, chief engr. **Chicago Rep.**—Neff Kohlbusch & Bissell, 2400 W. Madison ave., Chicago, Ill. **Cleveland Rep.**—T. J. Fraser Sales, 14472 Euclid ave., Cleveland, O.

(See display advertising index)

Automotive Buyers' Guide

The "where-to-buy-it" Classified Section of the Almanac. As a new feature of the Fourth Automotive Almanac, Automotive Daily News presents the most complete listing of Suppliers and Manufacturers in the passenger car, truck, accessory equipment, servicing and replacement markets of the United States.

How to Use the Buyers' Guide

Look up what you are in the market for under the Classified heading, note the names of the suppliers, then turn to their listings in the alphabetical "WHO'S WHO" Index as indicated by page numbers on right. Thus used you will then have before you the correct corporation title, and address, the full line of products manufactured, the official personnel and name and address of Detroit representative, the most complete information ever presented between two covers in the history of the automotive business. Almanac advertisers are listed in bold face type.

(In order to insure accuracy, this Guide does not include firms or products unless this data was furnished prior to publication in response to our request. Those whose products are omitted failed to respond, or have been inadvertently omitted and the publishers will appreciate having such omissions brought to their attention.)

ABRASIVES—Sand Paper

Behr Manning Corp. 35
Carborundum Co. 42
Grinder Supply Co. 81
Pep Mfg. Co. 108
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UNITED AIR CLEANER CO. 137
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Gramm Motor Truck Corp. 81
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Gramm Motor Truck Co. 81
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Sterling Motor Truck Co., Inc. 131
WHITE MOTOR CO. 140

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Auto Car Co. 32
Brockway Motor Co. 38
CHEVROLET MOTOR CO. 44
Corbitt Co. 50
DIAMOND T MOTOR CAR CO. 68
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Duplex Truck Co. 69
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Hendrickson Motor Truck Co. 82
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Timken-Detroit Axle Co. 135

AXLES—Front

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EATON MFG. CO. 69
Four-Wheel Drive Auto Co. 75
New Process Gear Co. 104
Shuler Axle Co., Inc. 129
Spicer Mfg. Corp. 131
Timken-Detroit Axle Corp. 135

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Hendrickson Motor Truck Co. 82
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Swedish Crucible Steel Co. 133
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Trucktor Corp. 135
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McGill Mfg. Co. 95
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Detroit Aluminum & Brass Corp. 68
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Johnson Bronze Co. 90
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Bunting Brass & Bronze Co. 39
Chrysler Corp., Amplex Div. 45
Johnson Bronze Co. 90
Monmouth Products Co. 100
Moraine Products Co. 100

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A C Spark Plug Co. 28
Bohn Aluminum & Brass Corp. 36
CLEVELAND GRAPHITE BRONZE CO. 46
Detroit Aluminum & Brass Co. 68
Federal-Mogul Corp. 74
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GOODYEAR TIRE & RUBBER CO. 81
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Firestone Tire & Rubber Co. 75
Gates Rubber Co. 77
Gilmer, L. H., Co. 81
GOODRICH, B. F., CO. 81
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Norwalk Tire & Rubber Co. 104
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Galion Allsteel Body Co. 77
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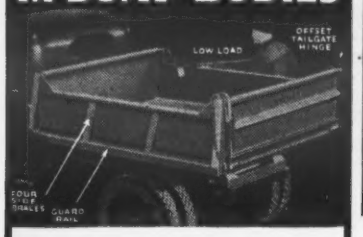

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Fleming Mfg. Co. 75
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American Swiss Co. 30
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Atwood Vacuum Machine Co. 31

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Auld, D. L., Co. 32
Auto Vehicle Parts Co. 33
Barber-Colman Co. 34
Bassick Co. 34
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Brewer-Titchener Corp. 37
Briggs & Stratton Corp. 38
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Illinois Iron & Bolt Co. 88
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HOISTS—Service Station

Blackhawk Mfg. Co. 36
Curtis Pneumatic Machinery Co. 50
Erie Hoist Co. 74
Ingersoll Rand Co. 88
Hein-Werner Motor Parts Corp. 82
Holmes, Ernst, Co. 85

HOISTS—Truck Body

Anthony Co. 30
Auto Truck Steel Body Co. 33
Burch Corp. 39
Erie Hoist Co. 74
Fitzgibbon & Crisp 75
Four Wheel Drive Auto Co. 75
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Gar Wood Industries, Inc. 77
General Body & Hoist Co. 77
Heil Co. 82
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Cincinnati Rubber Mfg. Co. 45
Eclat Rubber Co. 69
FLEX-O-TUBE CO. 75
GOODRICH CO., B. F. 81
TITEFLEX METAL HOSE CO. 135

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Atlantic Metal Hose Co. 31
Cincinnati Rubber Mfg. Co. 45
De Vilbiss Co. 68
Eclipse Air-Brush Co., Inc.
GOODYEAR TIRE & RUBBER CO., INC. 81
Ohio Rubber Co. 106
United States Air Compressor Co. 137
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Atlantic Metal Hose Co., Inc. 31
Cincinnati Rubber Mfg. Co. 45
Crown Products Co. 50

HOSE—Gasoline (Metal Lined)

Atlantic Metal Hose Co., Inc. 31
De Vilbiss Co. 68
GOODRICH CO., B. F. 81
Ohio Rubber Co. 106
United States Rubber Products, Inc. 137

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Crown Products Co. 50
Eclat Rubber Co. 69
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Cramer, R. W., & Co., Inc. 50
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RYERSON & HAYNES, INC. 125
Simmons Mfg. Co. 129
Templeton, Kenly & Co. 133
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Walker Mfg. Co. 139
Weaver Mfg. Co. 139
Woodworth Specialties Co. 141

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Blackhawk Mfg. Co. 36
Ero Mfg. Co. 74
Hein-Werner Motor Parts Corp. 82
Holmes Co., Ernest 85
Joyce-Cridland Co. 90
Kent-Moore Organization 90
Marquette Mfg. Co. 95
Reliable Jack Co. 114
Simmons Mfg. Co. 129
Smith, Herb, Equipment Corp. 130
Walker Mfg. Co. 139
Weaver Mfg. Co. 139
Wilson, K. R. 141

JACKS—Car Lifting (Mechanical)

American Chain Co., Manley Mfg. Div. 28
AUTO SPECIALTIES MFG. CO. 33
Buckeye Jack Mfg. Co., Inc. 38
Joyce-Cridland Co. 90
Reliable Jack Co. 114
RYERSON HAYNES, INC. 125
Stimmel Winch Co., Inc. 132
Templeton, Kenly & Co. 133
Walker Mfg. Co. 139
Weaver Mfg. Co. 139
Wilson, K. R. 141
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Arco Co. 30
Baer Bros. 34
Berry Bros, Inc. 36
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Appleton Electric Co. 30
Cluum Mfg. Co. 46
Connecticut Telephone & Electric Corp. 47
Corcoran Brown Lamp Co. 50
DEITZ CO., R. E. 68
ELECTRIC AUTO-LITE CO. 69
Electric Service Supplies Co. 69
Guide Lamp Corp. 81
Hall Lamp Co. 82
Illinois Iron & Bolt Co. 88
K-D Lamp Co. 90
Kilborn-Sauer Co. 91
Pollak, Joseph, Corp. 113
P O B Mfg. Co. Inc.
S & M Lamp Co. 127
United Motors Service 137
UNITY MFG. CO. 137

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LAMPS—Fog

Appleton Electric Co. 30
Corcoran-Brown Lamp Co. 50
Guide Lamp Corp. 81
K-D Lamp Co. 90
Persons-Majestic Mfg. Co. 113
S & M Lamp Co. 127
United American Bosch Corp. 137
United Motors Service 137
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Appleton Electric Co. 30
Corcoran Brown Lamp Co. 50
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ELECTRIC AUTO-LITE CO. 69
Electric Service Supplies Co. 69
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C. M. Hall Lamp Co. 82
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P O B Mfg. Co., Inc.
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Appleton Electric Co. 30
Corcoran Brown Lamp Co. 50
ELECTRIC AUTO-LITE CO. 69
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Manley Mfg. Div. 95
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Rotary Lift Co. 133

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Gulf Oil Corp. 81
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Jiffy Lubricator Co. 90
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Service Mfg. Co. 127
Tokheim Oil Tank & Pump Co. 135
United States Air Compressor Co. 137
Universal Products Co. 137

Grease Guns . .
High Pressure Hose
Spray Guns . . .
Grease Fittings .
Lubricating Equipment
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UNIVERSAL PRODUCTS
128-130 Burnet Ave. Syracuse, N.Y.

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Buckeye Portable Tool Co. 38
Bullard Co. 39
Campbell, Andrew, Co. 39
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Pratt & Whitney Co. 114
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Scintilla Magneto Co., Inc. 127
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Union Guardian Building, Detroit, Mich.

METERS—Air Tower

Champion Pneumatic Machinery Co. 43
Service Station Equipment Co. 127

MIRRORS—Rear View

DIETZ, R. E., CO. 68
Dunn Mfg. Co. 69
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Kay Sales Co. 90
MONROE ACME CO. 100
RYERSON & HAYNES, Inc. 125
Stant Mfg. Co. 131

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BELL & HOWELL CO. 35

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Allen Electric & Equipment Co. 28
CAMBRIDGE INSTRUMENT CO., Inc. 39
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Lantz-Phelps Corp. 91
Marquette Mfg. Co. 95
McQUAY-NORRIS MFG. CO. 95
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Burgess Battery Co. 39
Ero Mfg. Co. 74
Geuder, Paeschke & Frey Co. 81
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Jambor Tool & Stamping Co. 90
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Murray Corp. of America 102
Oldberg Mfg. Co. 106
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American Paint Co. 28
Berry Bros., Inc. 36
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Ditzler Color Co.
Egyptian Lacquer Mfg. Co. 69
Glidden Co. 81
GOODYEAR TIRE & RUBBER CO. 81
Jewel Paint & Varnish Co. 90
Mortell, J. W., Co. 100
Pittsburgh Plate Glass Co. 113
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Aluminum Co. of America 28
Aluminum Industries, Inc. 28
Arrow Head Steel Products Co. 31
Bohn Aluminum & Brass Corp. 36
Dall Mfg. Co., Inc. 66
Delco-Remy Corp. 66
King Quality Products Co. 91
McQUAY-NORRIS MFG. CO. 95
Ohio Piston Co. 106
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Sealed Power Corp. 127
Simmons Mfg. Co. 129
Spencer-Smith Machine Co. 131
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Thomson Mfg. Co. 133
Thompson Products, Inc. 133
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Aluminum Industries, Inc. 28
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Simplex Products Corp. 130
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Thompson Products, Inc. 133
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Ramsey Accessories Mfg. Corp. 114
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Spencer-Smith Machine Co. 131
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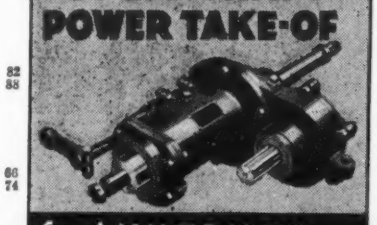
Anthony Co., Inc. 30
Cotta Transmission Corp. 50
Davey Compressor Co., Inc. 66
Gar Wood Industries, Inc. 77
HERCULES STEEL PRODUCTS CO. 82

HERCULES
SPLIT SHAFT
POWER TAKE-OFF



for ANY TRUCK . . ANY PORTABLE EQUIPMENT

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Highway Trailer Co. 84
Little Giant Products Co. 94
Spicer Mfg. Corp. 131
Stimmel-Winch Co. 132
Twin Disc Clutch Co. 137
Warford Corp. 139

PUMPS—Fuel

AC Spark Plug Co. 28
Evans Appliance Co. (Aircraft) 74
Hygrade Products Co. 88
Kemm Mfg. Co. 90
Marvel Carburetor Co. 95
United American Bosch Corp. 137
United Motors Service 137

PUMPS—Gasoline

Bowser, S. F., & Co., Inc. 37
Erie Meter Systems, Inc. 74
Gilbert & Barker Mfg. Co. 81
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Ottawa Mfg. Co. 106
Safety Equipment Co. 127
Tokheim Oil Tank & Pump Co. 135
Wayne Co. 139
Worthington Pump & Machinery Corp. 141

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Gilbert & Barker Mfg. Co. 81
Hein-Werner Motor Parts Corp. 82
Schwitzer-Cummins Co. 127
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PUMPS—Packing Material

Crane Packing Co. 50
Felt Products Co. 75
Garlock Packing Co. 77
Johns-Manville Corp. 90
Raybestos 114

PUMPS—Rotary & Fuel Oil

Beach-Russ Co. 34
Ingersoll-Rand Co. 88

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Almetal Universal Joint Co. 28
Grapho Products, Inc. 81
Hein-Werner Motor Parts Co. 82
Homer Furnace & Foundry Corp. 85
Lempco Products, Inc. 91
McQUAY-NORRIS MFG. CO. 95
Pick Mfg. Co. 113
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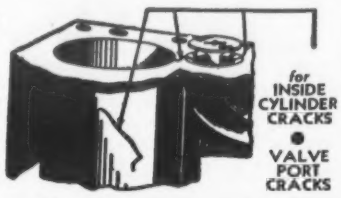
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Aladdin Co. .... Bay City, Mich.
All-American Trailer Co. .... Detroit, Mich.
Alma Trailer Co. .... Alma, Mich.
American Body & Trailer Co. .... Oklahoma City, Okla.
American Trailer & Mfg. Co. .... Los Angeles, Calif.
Anderson Coach Co. .... Marshall, Mich.
Auto Cruiser Co. of America .... Baltimore Md.
Auto Kamp Trailer Co. Inc. .... Saginaw, Mich.
Badger Trailer Body Corp. .... Milwaukee, Wisc.
Ball-Wallick, Inc. .... Elkhart, Ind.
Barnes Trailer Factory .... Hot Springs, Ark.
Batavia Body Co., Inc. .... Batavia, Ill.
Bender Body Co. .... Cleveland, Ohio
Bill Hooker Motors .... Bartow, Fla.
Bowlus Trailers .... San Fernando, Calif.
Caldwell Mobilhomes .... Hillsboro, O.
Cantrell, J. T., & Co. .... Long Island, N. Y.
Caravan Trailer Co. .... Haverhill, Mass.
Clare Travel Coach Co., Inc. .... St. Clare, Mich.
Clarkspeed Trailer Co. .... Lansing, Mich.
Cook Bros. Coach Co. .... Oxford, Ind.
Cook Trailers .... Henrietta, N. Y.
W. F. Cooper & Son .... Los Angeles, Calif.
Covered Wagon Co. .... Mt. Clemens, Mich.
Curtiss Aerocar Co., Inc. .... Coral Gables, Fla.
Dixie Roamer Trailer Co. .... Tampa, Fla.
Edwards Trailers .... New Richmond, O.
Elcar Coach Co. .... Elkhart, Ind.
Empire Trailer Builders, Inc. .... Bronx, New York City
Federal Motor Truck Co. .... Detroit, Mich.
Fleetway Cruiser .... Philmont, N. Y.
Foust Trailer Co. .... Hughesville, Pa.
Gem Trailer, Inc. .... Northbergen, N. J.
General Body Co. .... Los Angeles, Calif.
General Body Corp. .... Detroit, Mich.
General Coach Works .... Snover, Mich.
G & H Engineering Co. .... Westfield, Ind.
General Trailers Corp. .... New York City
Halsco Co., Inc. .... Los Angeles, Calif.
Harris Caravan Coach Co. .... Elkhart, Ind.
Hayes Body Corp. .... Grand Rapids, Mich.
Royal R. Hess Co. .... Hazel Park, Mich.
Highway Pullman Ltd. .... Los Angeles, Calif.
Hill Auto Body Metal Works .... Cincinnati, O.
Hollywood Steel Trailer Co. .... Los Angeles, Calif.
Homobile Co., The .... Cleveland, Ohio
Hooker Trailer Co. .... Bartow, Fla.
Indian Trailer Corp. of America .... Chicago, Ill.
Judkins Co., J. B. .... Merrimac, Mass.
Kabin Koach Co., Inc. .... Pontiac, Mich.
Kauneel Coach Co. .... Bay City, Mich.
Kaycraft Engineering Co. .... Pasadena, Calif.
Kleinhans, D. .... St. Louis, Mo.
Kozy-Coach Co. .... Kalamazoo, Mich.
Kozy Kamp Trailer Co., Inc. .... Portland, Ore.
Land Cruiser Trailer Co. .... Kalamazoo, Mich.
Mansfield Upholstery Co. .... Mansfield, O.
Masterbilt Coach Trailer Co., Los Angeles, Calif.
McKenzie, Leo L., Body Works .. Wichita, Kan.
McLaren Trailers .... Pasadena, Calif.
Michigan Body Works .... Paw Paw, Mich.
Miller, A. J., Auto Cruiser Trailer Co. .... Sarasota, Fla.
Miller Trailers .... Greenville, Pa.
Modern Trailer Coach Co., The .... Muskegon Hts., Mich.
Monarch Coach Co. .... Elkhart, Ind.
Monterey Trailers .... Los Angeles, Calif.
Muncie Auto Body Co. .... Muncie, Ind.
National Trailer Co. .... Huntington, Ind.
Ohio Trailer Coach Co. .... Cleveland, O.
Overland Coach .... Chicago, Ill.
Oxford Body Co. .... Oxford, N. C.
Ozark Corp. .... Detroit, Mich.
Palace Travel Coach Corp. .... Flint, Mich.
Pierce-Arrow M. C. Co. .... Buffalo, N. Y.
Pilgrim Trailer .... Newton Falls, O.
Pioneer Trailer Co. .... Grand Rapids, Mich.
Prairie Schooner Trailer Co., Inc. .. Elkhart, Ind.
Quaker Trailer Co. .... Philadelphia, Pa.
Rainbow Trailer Co. .... Kansas City, Mo.
Ray-Line Trailer Co. .... Baraboo, Wisc.
Roamer Trailers, Inc. .... Delaware, O.
Rolling Home Trailer Co. .... Los Angeles, Calif.
Royal Wilhelm Furniture Co. .... Sturgis, Mich.
Roycraft Coach Co. .... Chesaning, Mich.
San Antonio Body Co. .... San Antonio, Tex.
Schelm Bros., Inc. .... Peoria, Ill.
Schult Trailers, Inc. .... Elkhart, Ind.
Seminole Coach Co. .... Novi, Mich.
Silver Dome, Inc. .... Detroit, Mich.
Snyder Coach .... Galesburg, Mich.
South Side Body Co., Inc. .... Indianapolis, Ind.
Southern Trailer Co. .... Baton Rouge, La.
Sparton Trailer Coaches .... Kent City, Mich.
Spiffycraft Products .... Saginaw, Mich.
Split Coach Motor Corp. .... York, Pa.
Standard Trailer Co. .... Cambridge Springs, Pa.
Stephens, A. J., & Co. .... Kansas City, Mo.
Stimmel Trailer Mfg. Co. .... San Antonio, Tex.
Stout Engrg. Labs. Inc. .... Dearborn, Mich.
Swanson, S., & Co., Inc. .. Cedar Springs, Mich.
Tally-Ho Coach Co., Inc. .... Philmont, N. Y.
Trailcar, Inc. .... Atlanta, Ga.
Trail-Cruiser Co. .... Detroit, Mich.
Trailer Center .... Oakland, Calif.
Trail-O-Way Corp. .... Berlin, Conn.
Travel Trailer Corp. .... Carlstadt, N. J.
Traveling Cabin Trailer Corp., Bridgeport, Conn.
Travelodge Corp. .... Tulsa, Okla.
Trotwood Trailers, Inc. .... Trotwood, Ohio
Trouper Coach Works .... Millington, Mich.
United Automobile Trailers, Inc., New York City
U. S. Club Car Trailer Co. .... Champaign, Ill.
Universal Trailer Co. .... Detroit, Mich.
Vagabond Coach Mfg. Co. .. New Hudson, Mich.
Vassar Trailer Works .... Vassar, Mich.
Waite Coach Co. .... Elyria, Ohio
Wanderer Trailer Co. .... Los Angeles, Calif.
Wayco Trailer Co. .... Detroit, Mich.
Wiedman Body Co. .... N. Tonawanda, N. Y.
Wolverine Furniture Corp. .... Schoolcraft, Mich.
Wolverine Trailer Co. .... Sparta, Mich.
Woods, A. C., & Co. .... Rockford, Ill.
World Roamer Trailer Co., Inc. .... Long Beach, Calif.
Zepp Trailer Co. .... Arlington, Va.
Zimair Corp. .... Los Angeles, Calif.
Zimmer Boat and Trailer Co. .... Detroit, Mich.

HEAVY DUTY TRAILER MFRS.

F. A. B. Mfg. Co., Inc. .... Oakland, Calif.
Fruehauf Trailer Co. .... Detroit, Mich.
Keystone Trailer & Equip. Co., Inc. .... Kansas City, Mo.
Linn Trailer Corp. .... Oneonta, N. Y.
Martin Rocking Fifth Wheel & Trailer Co. .... Westfield, Mich.
Sander Woodworking .... Archbold, O.
Utility Trailer Mfg. Co. .... Los Angeles, Calif.
Utility Trailer Works, Inc. .... Montgomery, Ala.
Wilson Body Co., Inc. .... Sioux City, Iowa

UTILITY TRAILERS

Russ Co. .... Norfolk, Va.
Mono-Wheel Trailer Co. .... Detroit, Mich.
Federal Products Co. .... Minneapolis, Minn.
Shamrock Trailers .... Detroit, Mich.
Defiance Carriage & Body Co. .... Defiance, O.

TRAILER PARTS

Trailer Cushion Ind., Inc. .... Elkhart, Ind.
Shamrock Trailers .... Detroit, Mich.
Saginaw Stamping & Tool Co. .... Saginaw, Mich.
Frank Rose Mfg. Co. .... Hastings, Neb.
Ritzy Cabin Trailer .... Wapakoneta, O.
Chas. W. Rice Co. .... Union City, Ind.
Kenyon Milne Co. .... Grand Rapids, Mich.
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Zagelmeyer Auto Camp Co. .... Bay City, Mich.
Troy Sunshade Co. .... Troy, O.

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L. W. FERDINAND & CO., INC.
599 Albany Street Boston, Mass.

Coach Trailer Specifications

The following specifications appear in each edition of Trailer Trade section of ADN. These specifications are revised monthly.

HOUSE TYPE

14′ and Under

Trade Name	Model No. or Name	A	B	C	Wght.	Equip. Less	Price	Exterior
Airfloat....	A	12′	11′ 8″	6′ 2″	1260	5-11-15	$ 695.00	Tm
Auto Cr....	17	14′	12′ 9″	6′ 2″	1970	Comp.	745.00	Tm
Empire....	11A	11′	8′	6′ 5″	1000	11-15	450.00	Ms
Empire....	13A	13′	9′ 6″	6′ 5″		11-15	645.00	Ms
Empire....	14A	14′	12′	6′ 2″	1425	11-15	750.00	Ms
Empire....	12	11′	10′	6′ 5″	1100	11-15	535.00	Tm
Hayes.....	230	13′ 2″	12′ 1⅜″	6′ 4⅛″	1900	15	520.00	T
Hollywood.	14	14′ 3″	12′ 10″	6′ 2″	1400	(5-15)	895.00	S
McLaren...	10	10′	9′	6′	1080	5-11-15	435.00	M
McLaren...	14	14′	12′ 6″	6′ 3″	1590	5-11-15	745.00	Ms
Miller.....	Byway	13′ 8″	12′	6′	1260	3-4-5-11 14-15	395.00	M
O. R. H....	14	14′	11′ 6″	6′ 4″	1600	5	* 550.00	Pr
Palace.....	Special	13′ 0″	12′ 6″	6′ 3″	1147	9-11-12-15	398.00	
Pierce.....	C	13′ 7″	12′ 8″	6′ 5¾″	2050	4-5-6-8-11-15	* 595.00	A
Pierce.....	C	13′ 7″	11′ 10½″	6′ 5¾″	2192	8	690.00	A
Roamer....	Junior	14′	12′ 10″	6′ 8½″	1800	8-15	595.00	Tm
Schult.....	Traveleeze	14′	13′ 8″	6′ 3¼″	1400	4-5-6-8-9	565.00	La
Split Co....	Junior	13′ ⅝″	11′ 3″	6′ 4″	1700	5-11-15	635.00	La
Standard..	10	10′	9′ 9¼″	6′ 3″	1150	4-5-10-15	388.00	Du
Standard..	12	12′	11′ 9¼″	6′ 3″	1380	4-5-10-15	468.50	Du
Standard..	14	14′	13′ 9¼″	6′ 3″	1950	Comp.	665.00	Du
Travelcar..	Junior	12′ 6″	12′ 6″	6′ 1″	1400	5-14-15	335.00	M
Travelcar..	Cruiser	14′	13′	6′ 1″	1600	14-15	545.00	M
Trotwood..	Cub	10′ 6¾″	10′ 4¾″	6′ 3″	1250	5-8-15	* 420.00	L
Trotwood..	Standard	13′	12′ 10″	6′ 3″	1600	15	530.00	L
Zimair.....	Week-Ender	14′ 4″	13′	6′ 4″	1350	5-11-15	470.00	Tm or L

14′6″ to 16′6″ Inclusive

Trade Name	Model No. or Name	A	B	C	Wght.	Equip. Less	Price	Exterior
Alma.....	B.	16′ 2″	15′ 4″	6′ 5″	1600	11-15	575.00	L
Alma.....	D	16′ 2″	15′ 4″	6′ 5″	1650	11-15	675.00	L
Alma.....	D. M.	16′ 2″	15′ 4″	6′ 5″	1650	11-15	785.00	L
Auto Cr....	19	15′ 6″	13′ 6″	6′ 2″	2290	Comp.	990.00	Tm
Bender....	14	16′ 4¼″	14′	6′ 2″	2200	Comp.	885.00	S
Elcar.....	16	16′ ½″	15′ 5″	6′ 3″	2250	15	474.95	.....
Federal....	A	15′ 4″	14′ 8″	6′ 4″	2175	11-15	814.00	Tm
Fleetway...	15	15′	13′ 8″	6′ 4″	1800	4-5-12	595.00	L
Hayes.....	224	16′ 1⅝″	15′	6′ 4⅛″	2325	Comp.	850.00	S
Hayes.....	231	16′ 1⅝″	15′	6′ 4⅛″	2352	Comp.	890.00	S
Hollywood.	16	16′ 3″	14′ 10″	6′ 2″	1620	(5-15)	1075.00	S
Kabin Ko..	57A	16′	15′ 6″	6′ 2″	....	Comp.	740.00	S
Kozy.....	Kaboose	14′ 9″	14′	6′ 2″	1490	Comp.	550.00	M
Modern....	37C	15′	14′ 6″	6′ 4″	2000	11	590.00	M
Ozark.....	Junior	15′ 8″	13′ 11″	6′ 2″	2100	Comp.	895.00	Tm
Palace.....	Std.	16′ 4″	14′ 4″	6′ 3½″	2200	11-15	595.00	Fa
Pierce.....	B	16′ 6″	14′ 9½″	6′ 5¾″	2541	15	845.00	A
Pierce.....	B-De Luxe	16′ 6″	14′ 9½″	6′ 5¾″	2541	Comp.	895.00	A
Pilgrim....	Plymouth	14′ 6″	13′	6′ 3½″	1100	15	495.00	M
Rainbow...	Comfr.	15′	14′ 6″	6′ 3″	1800	4-5-15	495.00	Tm
Rainbow...	C. D. L.	15′	14′ 6″	6′ 3″	1800	5-15	595.00	Tm
Rainbow...	Trvl.	16′	15′ 6″	6′ 3″	2000	4-5-15	595.00	Tm
Rainbow...	T. D. L.	16′	15′ 6″	6′ 3″	2000	5-15	695.00	Tm
Rainbow...	Arist.	16′	15′ 6″	6′ 3″	2000	4	795.00	Tm
Rainbow...	A. D. L.	16′	15′ 6″	6′ 3″	2000	Comf.	895.00	Tm
Roamer....	Standard	16′ 6″	15′ 4″	6′ 8½″	2150	15	795.00	Tm
Royal.....	Sportsman	16′ 5″	10′ 11″	6′ 3″	2260	15	795.00	M
Royal.....	Sportsman D L	16′ 5″	10′ 11″	6′ 3″	2360	15	795.00	M
Roycraft...	15A	15′	13′ 1″	6′ 4″		4-5-15	495.00	M
Schult.....	Nomad	16′	14′ 1″	6′ 3¼″	1600	11-15 4-5-6-8-9	410.00	La
Schult.....	Nomad De Luxe	16′	14′ 1″	6′ 3¼″	1800	11-15 4-5-6-8-9	460.00	La
Sil. Dome..	16-Stan	14′ 9″	13′	6′ 6″	1835	4-5-6-8-11-15	475.00	M
Sil. Dome..	16-Equipped	14′ 9″	13′	6′ 6″	1835	15	547.50	M
Sil. Dome..	16-De Luxe	14′ 9″	13′	6′ 6″	1865	15	630.00	M
Sil. Dome..	Hyway	14′ 9″	13′ 2″	6′ 5″	1635	4-11	495.00	Tm
Sil. Dome..	Hyway Equip.	14′ 9″	13′ 2″	6′ 5″	1785	Comp.	595.00	Tm
Sil. Dome..	Hyway De Luxe	14′ 9″	13′ 2″	6′ 5″	1865	Comp.	675.00	Tm
Split Co....	Junior	15′ ⅝″	14′ 8⅝″	6′ 6″	2100	5-11-15	635.00	La
Standard..	16	16′	14′	6′ 3″	1960	15	544.00	Du
Trailcar ...	Standard	16′	13′ 11″	6′ 3½″	2000	Comp.	675.00	Tm
Travelo....	Standard	15′ ⅜″	14′ 1/16″	6′ 3¾″	2000	15	450.00	L
Trvlodge...	Standard	15′	14′ 4″	6′ 5″	1960	Comf.	695.00	S
Trotwood..	Master	15′	14′ 10″	6′ 3″	1800	15	635.00	L

16′6″ to 18′6″ Inclusive

Trade Name	Model No. or Name	A	B	C	Wght.	Equip. Less	Price	Exterior
Anderson..	Cruiser	17′	16′	6′ 1″	2000	4-5	660.00	Pl
Auto Cr....	21 Standard	17′ 6″	15′ 6″	6′ 2″	2490	Comp.	1290.00	Tm
Auto Cr....	21-De Luxe	17′ 6″	15′ 6″	6′ 2″	2490	Comp.	1390.00	Tm
Bender....	16	18′ 7½″	16′ 3¼″	6′ 2″	2500	Comp.	1350.00	S
Cantrell...	D-19	17′ 6″	16′ 2″	6′ 4″	2050	Comp.	995.00	L
Clare.....	B	17′	16′ 5″	6′ 2″	2500	15	840.00	F
Clarkspeed.	C	17′ 6″	12′ 6″	6′ 6″	2020	5-11-15	750.00	M
Cov. Wag..	3713	17′ 0″	14′ 8″	6′ 2″	1820	4-11-15	495.00	Sh.
Cov. Wag..	3714	17′ 0″	14′ 8″	6′ 2″	2160	Comp.	645.00	Sh.
Elcar.....	18-De Luxe	18′ ½″	17′ 5″	6′ 3″	2565	15	629.75	Hy
Empire....	17A	17′	14′ 8″	6′ 5″	1870	Comp.	875.00	Ms
Empire....	18A	18′	15′ 8″	6′ 5″		Comp.	935.00	Ms
Empire....	20	18′	17′	6′ 9″	2100	Comp.	995.00	Tm
Federal....	B	18′ 2″	16′ 6″	6′ 4″	2450	11	965.00	S
Fleetway..	18	18′	16′ 8″	6′ 4″	2100	4-5-12	795.00	L
Judkins...	Romany	17′	14′ 7″	6′ 2½″	2807	Comp.	.....	S
Judkins...	Arcady	18′	17′ 7″	6′ 4″	2630	Comp.	....	Tm
Kabin Ko..	75	17′	16′ 6″	6′ 2″	....	Comp.	946.50	S
Kabin Ko..	85	17′	16′ 6″	6′ 2″	....	Comp.	1070.00	S
Kozy.....	18-Std.	18′	14′	6′ 2″	2120	4-5	638.00	M
Kozy.....	18-De Luxe	18′	14′	6′ 2″	2150	4-5	765.00	Mor Pl
Miller.....	Special	18′ 8″	17′	6′	1640	4-5-11-12	695.00	M
Modern....	37M	17′	15′ 10″	6′ 4″	2300	Comp.	795.00	M
O. R. H....	17-4	17′	14′ 6″	6′ 4″	2200	5	750.00	Pr
O. R. H....	18-4	18′	15′ 6″	6′ 4″	2400	Comp.	850.00	Pr
Ozark.....	Roamer	17′ 6″	15′ 9″	6′ 2″	2500	Comp.	1015.00	Tm
Palace.....	Master	18′ 4″	16′ 4″	6′ 3½″	2510	11-15	775.00	Fa
Palace.....	Master De Luxe	18′ 2″	16′ 4″	6′ 3½″	2660	15	†895.00	Fa
Pilgrim....	Standard	18′ 6″	17′	6′ 3½″	2100	15	750.00	M
Pioneer....	C-17	17′ 4″	17′	6′ 6″	2300	15	705.00	L&S
Pioneer....	B-18	18′ 4″	18′	6′ 6″	2500	15	795.00	L&S
Royal.....	Imperial	18′ 5″	15′ 2″	6′ 3″	2760	15	995.00	M
Royal.....	Imperial D L	18′ 5″	15′ 2″	6′ 3″	2500	15	1095.00	M
Roycraft...	17A	17′	15′ 1″	6′ 4″		4-5-15	725.00	M

HOUSE TYPE

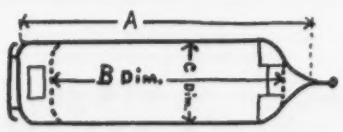
16′6″ to 18′6″ Inclusive *(Continued)*

Trade Name	Model No. or Name	A	B	C	Wght.	Equip. Less	Price	Exterior
Roycraft...	17B	17′	15′ 1″	6′ 4″		4-5-15	775.00	M
Schult.....	De Luxe	18′	15′ 11½″	6′ 3¼″	1800	15	745.00	La
Schult.....	De Luxe	18′	15′ 11½″	6′ 3¼″	1800	15	825.00	La
Sil. Dome..	18	17′ 4″	13′ 5″	6′ 6″	2550	15	895.00	Pl
Sil. Dome..	Suburban	17′ 4″	15′ 5″	6′ 5″	2585	Comp.	965.00	Pl
Split Co. ..	Senior	17′ 5″	15′ 3″	6′ 4″	2300	5-11-15	875.00	La
Split Co. ..	Senior	18′ ⅝″	17′ 8⅝″	6′ 6″	2500	5-11-15	875.00	La
Trailcar...	Club	19′	15′ 6″	6′ 3½″	2800	Comp.	995.00	Tm
Travelcar..	Standard	17′	16′ 6″	6′ 1″	1800	Comp.	785.00	M
Travelcar..	A-E	17′	16′ 6″	6′ 1″	1900	Comp.	850.00	M
Travelcar..	B-D	17′	16′ 6″	6′ 1″	1900	Comp.	785.00	M
Travelcar..	Studio	17′	16′ 6″	6′ 1″	1990	Comp.	895.00	M
Travelo....	Standard	15′ 1″	14′ 2″	6′ 3¾″	2000	15	530.00	L
Travelo....	De Luxe	17′ 1″	16′ 2″	6′ 3¾″	2500	15	795.00	L
Travelo....	Super De Luxe	17′ 1″	16′ 2″	6′ 3¾″	2500	15	825.00	L
Travelo....	De Luxe	17′ ⅜″	16′ 1/16″	6′ 3¾″	2500	15	795.00	L
Travelo....	Ducom	17′ ⅜″	16′ 1/16″	6′ 3¾″	2500	15	820.00	L
Trvlodge...	D. L.	18′ 2″	16′ 10″	6′ 5″	2360	Comf.	995.00	S
Trotwood..	De Luxe	17′	16′ 10″	6′ 3″	2000	Comp.	910.00	L
U. S. Club..	De Luxe	17′ 4″	17′	6′ 9″	2100	15	785.00	M
Vagabond..	19-Std.	17′ 8½″	13′ 1″	6′ 2⅜″	2150	3-5-11-12-15	785.00	Tm
Vagabond .	19-De Luxe	17′ 8½″	13′ 1″	6′ 2⅜″	2225	Comp.	925.00	Tm
Zimair.....	Standard	17′ 4″	15′ 6″	6′ 4″	1620	5-11-15	695.00	Tm or L
Zimair.....	Master	18′ 4″	16′ 6″	6′ 4″	1730	5-11-15	845.00	Tm or L
Zimair.....	Imperial	18′ 4″	16′ 6″	6′ 4″	1820	5-11-15	895.00	Tm or L

18′6″ and Larger

Trade Name	Model No. or Name	A	B	C	Wght.	Equip. Less	Price	Exterior
Alma.....	E	18′ 9″	17′ 11″	6′ 5″	2300	11	795.00	L
Alma.....	F	18′ 9″	17′ 11″	6′ 5″	2350	11	895.00	L
Alma.....	F. M.	18′ 9″	17′ 11″	6′ 5″	2350	11	995.00	L
Alma.....	G.	20′ 2″	19′ 4″	6′ 5″	2500	11	995.00	L
Alma.....	G. M.	20′ 2″	19′ 4″	6′ 5″	2600	11	1095.00	L
Anderson..	Club Coach	20′	19′	6′ 1″	2400	4-5	775.00	Pl
Anderson..	Rd. Queen	22′	21′	6′ 1″	2800	4-5	1195.00	Pl
Auto-Cr....	23	19′ 6″	17′ 6″	6′ 2″	2680	Comp.	1890.00	Tm
Auto-Cr....	25	21′ 6″	19′ 6″	6′ 2″	2910	Comp.	2490.00	Tm
Bender....	18	20′ 10¾″	18′ 6½″	6′ 2″	3200	Comp.	1875.00	S
Cov. Wag..	37-17	19′ 4″	17′ 2″	6′ 3″	2450	Comp.	865.00	Sh
Cov. Wag..	37-20	22′ 10″	20′ 7″	6′ 3″	3310	Comp.	‡1260.00	Sh
Elcar.....	20	20′ ½″	19′ 5″	6′ 3″	2900	15	745.00	Hy
Empire....	20S	20′	19′ 6″	6′ 5″	2200	Comp.	1175.00	Ms
Fleetway...	23	23′	21′ 8″	6′ 4″	2900	Comp.	1350.00	L
Hayes.....	229	18′ 10″	16′ 9¾″	6′ 4⅛″	....	Comp.	.....	S
Kabin Ko..	90 Custom	19′	18′ 6″	6′ 2″	....	Comp.	1475.00	S
Kozy.....	20-Stan.	20′	16′	6′ 2″	2450	4-5	813.00	Mor Pl
Kozy.....	20-De Luxe	20′	16′	6′ 2″	2500	Comp.	1195.00	Mor Pl
Miller.....	Hi Way	21′	17′	6′	1580	4-5-11-12 15	600 00	M
Miller.....	De Luxe	21′	17′	6′ 2″	1690	4-11	750.00	M
Modern....	37 I	19′	17′ 10″	6′ 4″	2600	Comp.	990.00	M
Modern....	37S	20′	18′ 10″	6′ 4″	2800	Comp.	1295.00	M
Ozark.....	Senior	19′ 6″	17′ 9″	6′ 2″	2800	Comp.	1435.00	Tm
Ozark.....	Metro	21′ 6″	19′ 9″	6′ 2″	3100	Comp.	1675.00	Tm
Palace.....	Super De Luxe	23′ 9″	21′ 3″	6′ 3½″	4000	Comp.	†2495.00	*Fa
Pierce.....	A	19′	17′ 3½″	6′ 5¾″	2849	15	1145.00	A
Pierce.....	A-De Luxe	19′	17′ 3½″	6′ 5¾″	2849	Comp.	1195.00	A
Pilgrim....	De Luxe	20′ 6″	19′	6′ 3½″	2600	11	995.00	M
Pilgrim....	Mayflower	23′ 6″	22′	6′ 3½″	3100	Comp.	1295.00	M
Pioneer....	A-20	20′ 4″	20′	6′ 8″	3280	Comp.	1095.00	Ls
Rainbow...	Cru.	20′	19′	6′ 3″	3000	Comf.	‡1495.00	Tm
Roamer...	De Luxe	19′	17′ 10″	6′ 8½″	2400	15	995.00	Tm
Roycraft...	19A	19′	17′ 1″	6′ 4″		4-5-15	1050.00	M
Roycraft...	19B	19′	17′ 1″	6′ 4″		4-5-15	1100.00	M
Roycraft...	20A	20′	18′	6′ 4″		Comp.	2100.00	L
Roycraft...	23A	23′	16′ 7″	6′ 4″		Comp.	3600.00	L
Schult.....	Custom-Stan.	22′	19′ 11½″	6′ 3¼″	2500	Comp.	1095.00	La
Schult.....	Custom De Luxe	22′	19′ 11½″	6′ 3¼″	2500	Comp.	1385.00	La
Seminole..	Standard	19′ 6″	17′ 3″	6′ 2″	2350	Comp.	895.00	S
Seminole..	De Luxe	22′ 6″	19′ 3″	6′ 4″	2600	Comp.	1095.00	S
Sil. Dome..	20	19′ 5″	15′ 6″	6′ 6″	3100	Comp.	1265.00	Pl
Sil. Dome..	Custom Club	19′ 5″	17′ 6″	6′ 5″	2885	Comp.	1265.00	Pl
Split Co....	Custom	19′ ⅝″	17′ 1½″	6′ 6″	2500	Comp.	1750.00	La
Split Co....	Custom	20′ ⅝″	19′ 8⅝″	6′ 6″	3200	Comp.	1750.00	La
Trailcar....	Club	19′	15′ 6″	6′ 3½″	2800	Comp.	995.00	Tm
Travelcar..	F	19′ 6″	19′	6′ 1″	2100	Comp.	995.00	M
Travelcar..	H	19′ 6″	19′	6′ 1″	2250	Comp.	1000.00	M
Travelcar..	J	19′ 6″	19′	6′ 1″	2400	Comp.	1500.00	M
Travelcar..	Express	19′ 6″	19′	6′ 1″	2400	Comp.	1850.00	M
Vagabond .	21-Std.	19′ 8½″	15′ 1″	6′ 2⅜″	2350	3-5-11-12-15	995.00	M
Vagabond .	Master 21	19′ 8½″	15′ 1″	6′ 2⅜″	2375	Comp.	1140.00	Tm
Vagabond .	21-De Luxe	19′ 8½″	15′ 1″	6′ 2⅜″	2400	Comp.	1170.00	Tm
Vagabond .	Spec. 21—De L.	19′ 8½″	15′ 1″	6′ 2⅜″	2400	With Toilet	1195.00	Tm

Airfloat—Airfloat Coach Mfg. Co., Los Angeles, Calif.; **Alma**—Alma Trailer Co., Alma, Mich.; **Anderson**—Anderson Coach Co., Marshall, Mich.; **Auto Cruiser**—Auto Cruiser Co. of America, Inc., Baltimore, Md.; **Bender**—Bender Body Co., Elyria, Ohio; **Travel Mansion**—Bender Body Co., Elyria, Ohio; **Cantrell**—J. T. Cantrell & Co., Huntington, Long Island, N. Y.; **Clare**—Clare Travel Coach Co., Clare, Mich.; **Clarkspeed**—Clarkspeed Trailer Co., Lansing, Mich.; **Covered Wagon**—Covered Wagon Co., Mt. Clemens, Mich.; **Elcar**—Elcar Coach Co., Elkhart, Ind.; **Empire**—Empire Trailer Builders, Inc., New York City; **Federal**—Federal Motor Truck Co., Detroit, Mich.; **Fleetway**—Fleetway Cruiser, Inc., Philmont, N. Y.; **Judkins**—General Trailers, Inc., New York City; **Hayes**—Hayes Body Corp., Grand Rapids, Mich.; **Hollywood**—Hollywood Steel Trailer Co., Los Angeles, Calif.; **McLaren**—McLaren Trailers, Pasadena, Calif.; **Miller**—Miller Trailers, Greenville, Pa.; **Kabin Koach**—Kabin Coach Co., Pontiac, Mich.; **Kozy**—Kozy Coach Co., Kalamazoo, Mich.; **Modern**—Modern Trailer Co., Muskegon Heights, Mich.; **O. R. H.**—Our Rolling Home Trailer Co., Findlay, O.; **Palace**—Palace Travel Coach Co., Flint, Mich.; **Pierce**—Pierce-Arrow Motor Car Co., Buffalo, N. Y.; **Pilgrim**—Pilgrim Trailer Co., Newton Falls, Ohio; **Pioneer**—Pioneer Trailer Co., Grand Rapids, Mich.; **Rainbow**—Rainbow Trailer Co., Kansas City, Mo.; **Royal**—Royal Wilhelm Furniture Co., Sturgis, Mich.; **Roycraft**—Roycraft Coaches, Inc., Chesaning, Mich.; **Schult**—Schult Trailers, Inc., Elkhart, Ind.; **Seminole**—Seminole Coach Co., Novi, Mich.; **Silver Dome**—Silver Dome, Inc., Detroit, Mich.; **Split Coach**—Split Coach Motor Corp., York, Pa.; **Standard**—Standard Trailer Co., Cambridge Springs, Pa.; **Travelodge**—Travelodge Corp., Tulsa, Okla.; **Trailcar**—Trailcar Co., Atlanta, Ga.; **Travelcar**—Travelcar Co., Detroit, Mich.; **Travelo**—Raymond Products Corp., Saginaw, Mich.; **Roamer**—Roamer Trailers, Inc., Delaware, Ohio; **Trotwood**—Trotwood Trailers, Inc., Trotwood, Ohio; **Ozark**—Ozark Corp., Detroit, Mich.; **Clubcar**—U. S. Coach Mfg. Co., Champaign, Ill.; **Vagabond**—Vagabond Coach Mfg. Co., New Hudson, Mich.; **Zimair**—Zimair Corp., Los Angeles, Calif.



Exterior Trim Symbols—M.—Masonite; Sh—Shermanite; Tm—Tempered Masonite; S—Steel; Ms—Masonite and metal; Pr—Pressed wood; L—Leatherette; La—Lacritex; Du—Duraleather; A—Aluminum; Hy—Hydetex; Fa—Fabricord; Pl—Plymetal; L & S—Leatherette and metal.

Equipment Symbols—1—Linoleum (floor); 2—Window screens; 3—Door screen; 4—Window curtains or Venetian blinds; 5—Heating stove; 6—Cooking stove; 7—Sink; 8—Davenport or folding couch with mattresses; 9—Dinette with bed mattresses (if 4-passenger); 10—Water tank; 11—Bumper; 12—Jack on hitch; 13—Roof ventilator; 14—Riding lights; 15—Brakes.

* 2-Passenger. † Third Standard wheel. ‡ Tandem axle.

State Laws Regulating Trailers

STATE	Must Be Registered	REGISTRATION FEES	NON-RESIDENT PRIVILEGES	BRAKES (See Note)	MAXIMUM LENGTH Single Units Feet	MAXIMUM LENGTH Combination Feet	MAXIMUM WIDTH Inches
ALABAMA	No	None	Reciprocity	.....	30	40	96
ARIZONA	Yes	$3.50	4 months if permit obtained in 10 days	.....	33	85	96
ARKANSAS	Yes	½ ton or less capacity $3, ½ to 1 ton $12	90 days if permit obtained in 30 days	Semi-trailer if over 750 lbs. capacity	35	45‡	96
CALIFORNIA	Yes	$3.00	Reciprocal privileges; permits necessary	Combinations†	33	60‡	96
COLORADO	Yes[1]	$10.00 per ton capacity	Reciprocity	If over 1,500 lbs. gross	35	50‡	96
CONNECTICUT	Yes	$2.00	Reciprocity	If over 4,000 lbs. gross	40	40‡	102
DELAWARE	Yes	Up to 5,000 lbs. $1.50 per 500 lbs.	Reciprocity	If over 4,000 lbs. gross	33	60‡	96
DIST. OF COL.	Yes	$1.00	Reciprocity	Combination†	33	85‡	96
FLORIDA	Yes	None	Full period unless owner gainfully employed in state	.....	35	45‡	84
GEORGIA	Yes	$3.00	No privileges; fee $3.00 for each unit	.....	30	85	96
IDAHO	Yes	None	60-day privileges	If over 1,500 lbs. net	35	65	96
ILLINOIS	Yes	$5 for plates—plus $1 if gross weight 2,000 lbs. or less or $7 if over 2,000 to 5,000 lbs.	Reciprocity	If over 1,500 lbs. gross	35	40	96
INDIANA	Yes	Semi-trailers 1 ton or less capacity $10, trailers ½ ton or less $3, ½ to 1 ton $8.00	Reciprocity—if state of residence doesn't require plates must obtain Indiana plates*	If over 3,000 lbs. gross	33	40‡	96
IOWA	Yes	Under ½ ton capacity no fees; ½ to 1 ton $10.00	Reciprocity	.....	30	45	96
KANSAS	Yes[2]	Over 1 to 1½ ton capacity $5.00	Reciprocity	On 2 axle units	35	50‡	96
KENTUCKY	No	None	Reciprocity	On semi-trailers	26½	30	96
LOUISIANA	Yes	$10 minimum (⅔ of truck fees of same weight)	30 days; permit (fee $1*) gives 90 days additional	If over 1,500 lbs. on every wheel†	33	45	96
MAINE	Yes	Under 1,000 lbs. capacity 15c per cwt. gross weight; over ½ to 1 ton $5.00	Full period	.....	36	62[1]	96
MARYLAND	Yes	2 wheels—less than 500 lbs. chassis weight $5; 500 to 1,000 lbs. $10; 1,000 to 2,500 lbs. $70. 2 axles less than 1,500 lbs. $15; 1,500 to 3,000 lbs. $30	Reciprocity—if operated in state 90 days, must be registered*	.....	No Restr.	No Restr.	96
MASSACHUSETTS	Yes	$1.00	Reciprocity—permit required after 30 days. No fee if liability insurance carried	.....	2-ax. veh. 28	2-ax. veh. 40	96
MICHIGAN	Yes	35c per cwt.	90 days privileges	If over 3,000 lbs. gross†	35	50‡	96
MINNESOTA	Yes	2.2% list price, 10% depreciation second year, 15% each year thereafter	3 months—permit, must be obtained in 10 days	.....	40	40‡	96
MISSISSIPPI	Yes	Semi-trailer units same as "commercial motor vehicles" from $10 up. Trailer ½ ton or less $6.00	25 days—permit will give additional 120 days (fee $1)	If over 3,000 lbs. gross	33	50	96
MISSOURI	Yes	Semi-trailers under 2 ton capacity $2.63; trailers under 2 ton capacity $5.25	Reciprocity	.....	33	40‡	96
MONTANA	Yes	1,000 to 2,000 lbs. $2.00; over 2,000 lbs. $5.00	60 days—obtain permit immediately	.....	33	60‡	96
NEBRASKA	Yes	1,000 lbs. capacity $1; 1,000 to 3,000 lbs. $2.00	Full period	.....	35	45	96
NEVADA	Yes	Under 3,000 lbs. $5.00; over 3,000 lbs. 45c per cwt.	Full period. Obtain permit within 5 days	.....	60	60	96
NEW HAMPSHIRE	Yes	4,000 lbs. or less gross weight; 35c per cwt.	Reciprocity	.....	30	45	96
NEW JERSEY	Yes	1,000 lbs. or less gross weight $10.00; 1,001 to 2,000 lbs. $12.00	Reciprocity	.....	28	56	96
NEW MEXICO	Yes	$1.00 per cwt. gross weight	3 months	If over 1,500 lbs. capacity	35	45‡	96
NEW YORK	Yes	1,000 or less gross weight $4.00; 1,000 to 2,000 lbs. $8.00	Reciprocity	If over 1000 lbs. net	33	50‡	96
NORTH CAROLINA	Yes	2-wheeled trailers up to 1,500 lbs. gross weight $2; 1,500 to 2,500 lbs. $8	Reciprocity	If over 2 tons gross	35	45‡	96
NORTH DAKOTA	No	None	90 days reciprocity	.....	40	40‡	96
OHIO	Yes	2,000 lbs. or less net weight 70c per cwt.	Reciprocity	.....	35	60	96
OKLAHOMA	No[3]		60 days privileges	On trailers and semi-trailers	45	45‡	96
OREGON	Yes[4]	4,000 lbs. or less $10.00	Reciprocity—must obtain permit	Combination†	35	50‡	96
PENNSYLVANIA	Yes	None	Reciprocity	If over 1,500 lbs. gross	33	70‡	96
RHODE ISLAND	Yes[5]	15c per cwt.	Full reciprocity	Combination†	No Restr.	85	102
SOUTH CAROLINA	No	None	90 days privileges	.....	35	35	90
SOUTH DAKOTA	Yes	1,200 lbs. or less chassis weight $1.00; 1,201 to 1,500 lbs. $10; 1,501 to 2,000 lbs. $15.00	Reciprocity*	Combination†	28	38‡	96
TENNESSEE	No	Total weight (both vehicles) 3,500 lbs. or less $7.50; over 3,500 lbs. $10.00	30 days privileges	.....	27	35‡	96
TEXAS	Yes	Up to 6,000 lbs. gross weight 30c per cwt.	25 days—permit gives additional 120 days (fee 50 cents)	Combination†	35	45‡	96
UTAH	Yes[6]	$5.00 if gross weight under 5,000 lbs.	Full period—obtain permit 5 days*	Combination†	35	55‡	96
VERMONT	Yes	Semi-trailer $5; trailer up to 7,000 lbs. 50c per cwt.	Reciprocity	.....	50	50‡	96
VIRGINIA	Yes	Capacity not over 1,000 lbs. $7.50	6 months reciprocity	If over 2 tons cap. Combination†	33	45	96
WASHINGTON	Yes	$3.00	Reciprocity	Combination†	35	85	96
WEST VIRGINIA	Yes	Semi-trailers ½ ton capacity $5.00; 1 ton $8.00; trailers ½ ton capacity $9.00; 1 ton $12.00	3 months reciprocity	.....	35	45‡	96
WISCONSIN	Yes[8]	None unless gross weight exceeds 3,000 lbs.	Reciprocity	.....	33	45	96
WYOMING	Yes	1,000 lbs. or less capacity $1; 1,000 to 2,000 lbs. $4; 2,000 to 4,000 lbs. $12	90 days privileges	.....	40	45‡	96

1 If of gross weight of 2,700 lbs. or over.

2 If over 1 ton carrying capacity.

3 Unless attached to a truck.

4 All 2-wheel house trailers with light weight over 750 lbs. or load in excess of 1,000 lbs. and all 4-wheel house trailers must be registered.

5 If over 1,000 lbs. capacity.

If gross weight over 3,000 lbs.

When gross weight exceeds 2,500 lbs.

*Persons sojourning.....days treated as residents: Indiana and Utah 60; South Dakota and Washington 90; Maryland 3 months.

In New Jersey the length for a combination of tractor and semi-trailer is 45 feet and in Ohio 40 feet. The following states prohibit full trailers:

Alabama, Kentucky, Connecticut, South Carolina

NOTE: Brakes as well as other equipment, of the towing vehicle must comply with the requirements of home state as to passenger automobiles.

†Combinations must have brakes on one or more of the units adequate to stop within the distance specified.

‡Under certain circumstances and for good cause shown the proper State Authorities will issue a permit for over-length operation. (In Washington, the laws of the home state govern).

1 Trailers permitted only 26 feet length.

In the following states the length for a combination of tractor and semi-trailer is the same as for a single unit.

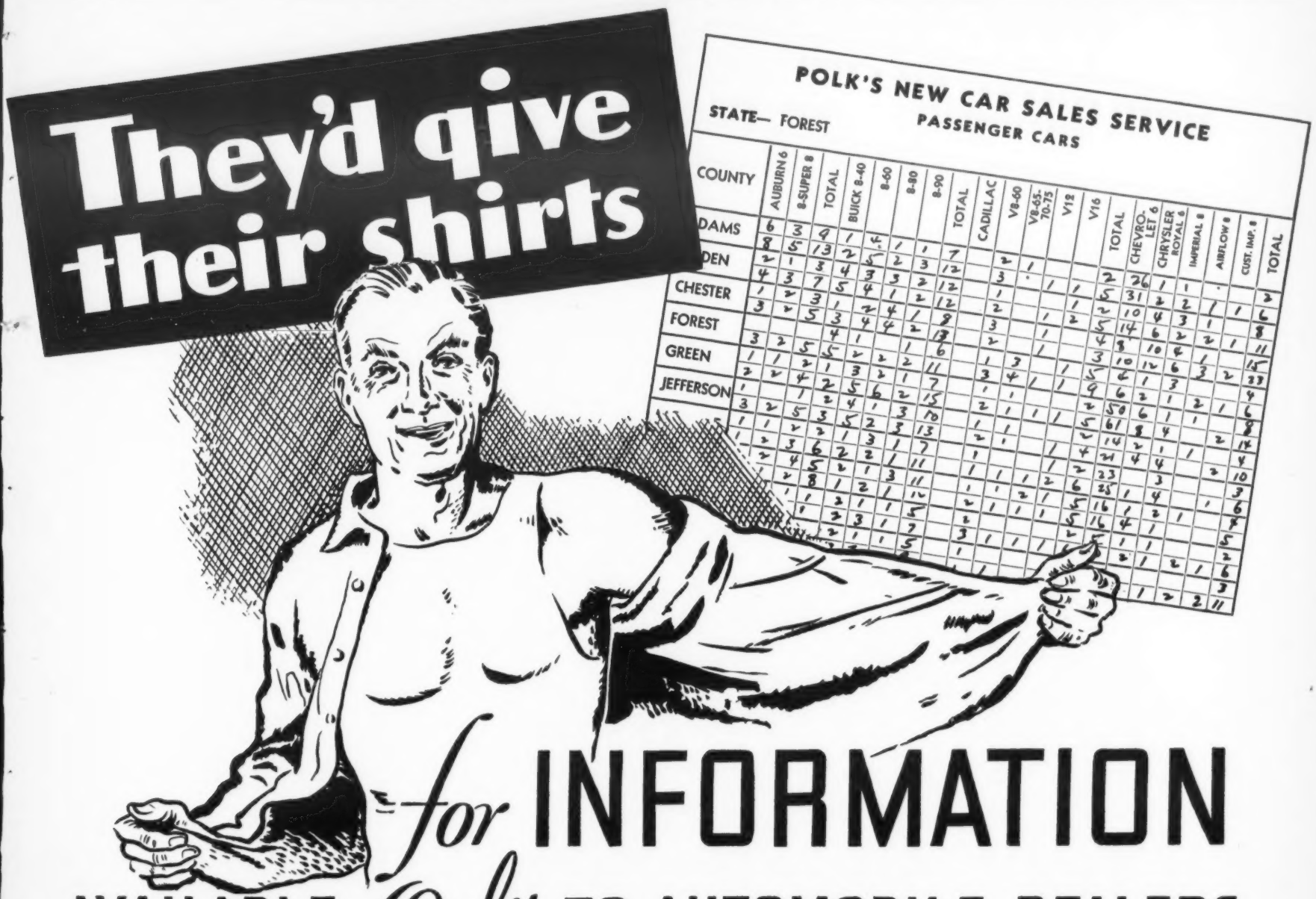
District of Columbia, Florida, Idaho, Illinois, Maine, Mississippi, Missouri, Nebraska, Oregon, Utah.

Coach Trailer Display Shells

For Explanatory Notes, See Page 153

Trade Name	Model No. or Name	A	B	C	Wght.	Equipped with Brakes	Price	Exterior
Anderson.....	17-C	17′	16′	6′ 1″	....	Yes	$ 525.00	Pl
Auto-Cruiser..	17	14′	12′ 9″	6′ 2″	1740	No	645.00	Tm
Auto-Cruiser..	19	15′ 6″	13′ 6″	6′ 2″	1950	Yes	890.00	Tm
Auto-Cruiser..	21	17′ 6″	15′ 6″	6′ 2″	2140	Yes	1190.00	Tm
Auto-Cruiser..	23	19′ 6″	17′ 6″	6′ 2″	2310	Yes	1390.00	Tm
Auto-Cruiser..	25	21′ 6″	19′ 6″	6′ 2″	2550	Yes	1285.00	M
Bender.....	14	15′ 11″	14′	6′ 2″	....	Yes	595.00	S
Bender.....	16	18′ 6″	16′ 3″	6′ 2″	....	Yes	895.00	S
Bender.....	18	20′ 8″	18′ 6″	6′ 2″	....	Yes	1125.00	S
Clare.....	BE	17′	16′ 5″	6′ 2″	1600	No	490.00	Fa
Clare.....	BD	17′	16′ 5″	6′ 2″	1650	No	575.00	Fa
Cov. Wag.....	37-14C	17′ 0″	14′ 8″	6′ 3″	1360	Yes	485.00	Sh.
Cov. Wag.....	37-17C	19′ 4″	17′ 2″	6′ 3″	1420	Yes	665.00	Sh.
Cov. Wag.....	37-20C	22′ 10″	20′ 7″	6′ 3″	2000	Yes	970.00	Sh.
Elcar.....	Concession	18′ ½″	17′ 9″	6′ 3″	2600	No	595.00	Hy
Federal.....	AC	15′ 6″	14′ 10″	6′ 4″	1650	No	556.00	S
Federal.....	ACX	15′ 6″	14′ 10″	6′ 4″	1750	Yes	667.00	S
Federal.....	BC	18′ 4″	17′ 8″	6′ 4″	1950	Yes	761.00	S
Hayes.....	230	13′ 2″	12′ 1⅛″	6′ 4⅛″	1900	No	375.00	S
Hayes.....	224	16′ 1⅝″	15′	6′ 4⅛″	2325	Yes	700.00	S
Hollywood....	14	14′ 3″	12′ 10″	6′ 2″	1400	No	736.00	S
Hollywood....	16	16′ 3″	14′ 10″	6′ 2″	1620	No	845.00	S
K. Koach.....	57	16′	15′ 6″	6′ 2″	....	Yes	505.00	S
K. Koach.....	75	17′	16′ 6″	6′ 2″	....	Yes	660.00	S
K. Koach.....	90	19′	18′ 6″	6′ 2″	....	Yes	950.00	S
Kozy.....	Regular	18′	14′	6′ 2″	1900	No	525.00	M
Kozy.....	Special	20′	16′	6′ 2″	2230	No	675.00	M
McLaren.....	13-8	14′	12′	6′	1147	No	375.00	M
Ozark.....	Junior	15′ 8″	13′ 11″	6′ 2″	1700	Yes	670.00	Tm
Ozark.....	Roamer	17′ 6″	15′ 9″	6′ 2″	2000	Yes	810.00	Tm
Ozark.....	Senior	19′ 6″	17′ 9″	6′ 2″	2200	Yes	1010.00	Tm
Palace.....	Metro	21′ 6″	19′ 9″	6′ 2″	2400	Yes	1150.00	Tm
Palace.....	Standard	16′ 2″	14′ 4″	6′ 3½″	1700	No	445.00	
Pierce.....	Master	18′ 4″	16′ 4″	6′ 3½″	2200	No	595.00	
Pierce.....	A	19′	18′ 1″	6′ 5¾″	2090	No	875.00	A
Pierce.....	B	16′ 6″	15′ 7″	6′ 5¾″	1861	No	665.00	A
Royal.....	C	13′ 7″	12′ 8″	6′ 5¾″	1692	No	510.00	A
Royal.....	17	16′ 5″	15′ 7″	6′ 3″	1645	No	685.00	M
Roycraft.....	19	18′ 5″	15′ 2″	6′ 3″	1845	No	795.00	M
Roycraft.....	15A	15′	13′ 1″	6′ 4″		Yes	495.000	M
Roycraft.....	17A	17′	15′ 1″	6′ 4″		Yes	725.00	M
Roycraft.....	19A	19′	17′ 1″	6′ 4″		Yes	1050.00	M
Schult.....	Travelease	14′	12′ 6″	6′ 3¼″	1200	No	330.00	La
Schult.....	Nomad	16′	14′ 6″	6′ 3¼″	1485	No	365.00	La
Schult.....	De Luxe	18′	16′ 6″	6′ 3¾″	1600	No	480.00	La
Schult.....	Tandem	22′	20′ 6″	6′ 3¼″	2000	No	‡825.00	La
Seminole.....	19-C	19′ 6″	17′ 3″	6′ 2″	2350	Yes	595.00	S
Seminole.....	22-C	22′ 6″	19′ 3″	6′ 4″	2600	Yes	695.00	S
Sil. Dome.....	16	14′ 9″	13′ 2″	6′ 6″	1285	Yes	480.00	M
Sil. Dome.....	18	17′ 4″	15′ 5″	6′ 6″	1835	Yes	785.00	Pl
Sil. Dome.....	20	19′ 5″	17′ 6″	6′ 6″	2285	Yes	1085.00	Pl
Sil. Dome.....	16	14′ 9″	13′ 2″	6′ 5″	1285	Yes	480.00	Tm
Sil. Dome.....	18	17′ 4″	15′ 5″	6′ 5″	1835	Yes	785.00	Pl
Sil. Dome.....	20	19′ 5″	17′ 6″	6′ 5″	2285	Yes	†1085.00	Pl
Split Coach....	Junior	15′ ⅝″	14′ 8⅝″	6′ 6″	1600	No	745.00	La
Split Coach....	Senior	18′ ⅝″	17′ 8⅝″	6′ 6″	1900	No	840.00	La
Split Coach....	Custom	20′ ⅝″	19′ 8⅝″	6′ 6″	2100	Yes	1140.00	La
Standard.....	10	10′	10′	6′ 3″	890	No	265.00	Du
Standard.....	12	12′	12′	6′ 3″	980	No	290.00	Du
Standard.....	14	14′	14′	6′ 3″	1120	No	315.00	Du
Standard.....	16	16′	14′	6′ 3″	1175	No	315.00	Du
Trailcar.....	Standard	16′	13′ 11″	6′ 3½″	....	Yes	595.00	M
Trailcar.....	Club	19′	15′ 6″	6′ 3½″	....	Yes	895.00	M
Travelo.....	Standard	15′ 1″	14′ 2″	6′ 3¾″	1600	No	450.00	L
Travelo.....	De Luxe	17′ 1″	16′ 2″	6′ 3¾″	1900	No	675.00	L
Trotwood.....	Cub	10′ 6¾″	10′ 4¾″	6′ 3″	1050	No	275.00	L
Trotwood.....	Standard	13′	12′ 10″	6′ 3″	1250	No	375.00	L
Trotwood.....	Master	15′	14′ 10″	6′ 3″	1400	No	425.00	L
Trotwood.....	De Luxe	17′	16′ 10″	6′ 3″	1650	Yes	550.00	L
Vagabond.....	19	17′ 8½″	13′ 1″	6′ 2⅜″	2000	No	650.00	Tm
Vagabond.....	21	19′ 8½″	15′ 1″	6′ 2⅜″	2150	No	850.00	Tm

They'd give their shirts



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Car manufacturers use these records to locate dealers . . . to outline territories . . . to gauge production schedules. Dealers can check their own performance as against their own local competition.

It isn't too much to claim that the automobile industry could never have attained its present position of leadership without the aid of these up-to-date vital statistics, painstakingly gathered together and checked for accuracy by the nationwide Polk organization.

CO-OPERATE WITH YOUR STATE LICENSE BUREAU

Car and truck sales begin with you. The State License Bureau depends on automobile dealers to help keep registration records accurate and up-to-date by seeing that new cars are promptly and properly registered and that transfers are recorded immediately.

By co-operating with the Bureau you create an advantage not only to yourself but every dealer in your state and the entire automotive industry.

R. L. POLK & CO.

Established 1870

431 HOWARD ST. • DETROIT • MOTOR STATISTICAL DIVISION

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THE progress made by the automotive industry is a tribute to the men whose courage and imagination have made it the greatest in the world.

Their achievement has been the inspiration for the part we have contributed to this progress.

To those men we pledge our continued cooperation in their endeavor for perfection.

THE CLEVELAND GRAPHITE
CLEVELAND BRONZE CO. DETROIT

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